

EEO Public File Report for WXXI Public Broadcasting Council
(WXXI-TV, WXXI-FM, WXXI-AM, WXXY, WITH-FM, WEOS-FM, WRUR-FM)
January 23, 2021 – January 22, 2022

This EEO Public File Report is filed in WXXI’s public inspection file pursuant to Section 73.2080 of the Federal Communications Commission’s (FCC) rules.

The following full-time vacancies were filled for the period January 23, 2021 through January 22, 2022:

Vacancy Number	Full Time Vacancy
1.	Digital Content Manager- News
2.	Director Stewardship, Marketing Legacy Giving
3.	Donor Database Associate
4.	Mid-Level Gift Officer
5.	Membership Director
6.	Membership & Engagement Director
7.	Security
8.	PA Assistant
9.	Motions Graphics /Videographer

WXXI provides notification of each vacancy to any organization that distributes information about employment opportunities to job seekers or refers job seekers to employers if the organization requests notification. No organizations have specifically requested notice of such vacancies.

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and/or office, and telephone number.
- The recruitment source that referred the person hired for each full-time vacancy.
- The total number of persons interviewed for each full-time vacancy.
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of Supplemental Outreach Initiatives completed for the period January 23, 2021 through January 22, 2022.

RECRUITING SOURCES

	Recruiting Source	Online Address	Vacancy Posted
Professional Recruit			
	Indeed	www.indeed.com	All
	Corporation Public Broadcasting	www.cpb.org	5
	The Non Profit Network	http://www.thenonprofitnetwork.org	All
	Employment Crossing.com	https://www.employmentcrossing.com	4
	S.I. Newhouse School of Public Communications	Newhouse Career Development Centernhcdc@syr.edu	5
	PMBA – Public Media Business Assoc.	http://www.pmbaonline.org/IndustryJobs	2
	Linked In	www.linkedin.com	3
	National Association of Black Journalists (NABJ)	http://nabjcareers.org/	4
	Association of Fundraising Professionals	www.afpnet.org	5
	JournalismJobs.com	http://www.journalismjobs.com/post	1
	Current	http://jobs.current.org.r.jobs/post/post.cfm	4
	Handshake (Distributes Posting)	Nazareth College: lcranda4@naz.edu St. John Fisher College: jskuse@sjfc.edu The College at Brockport: linkedin.com/in/grace-begemann-999762177	6
	NYS Broadcasters	https://nysbroadcasters.org/careers/job-listings/	1
	Rochester Area Career Development Association	https://racda.org/post-jobs/ info@racda.org	2
	JournalismJobs.com	http://www.journalismjobs.com/post-new-job	2
Local Organizations			
	Rochester Works	www.rochesterworks.org	All
	Veteran’s Outreach Center	vena.siverd@vocroc.org	3
	Rochester Educational Opportunity Center	gsherman@brockport.edu	3
	Causewave Community Partners	http://www.causewave.org/job-board	2
	WNY Job Bank	http://www.wnyjobs.com/	3
	United Way of Greater Rochester	rodney.young@uwrochester.org	All

	Rochester Association of Black Journalists (RABJ)	https://rabjournalists.org/	2
	WXXI News (internal recruiting)	Internal job posting	All
	WXXI Website	https://www.wxxi.org	All
	WXXI Twitter	Twitter Page	All
	WXXI Facebook	Facebook	All
	Minority Reporter	davemc@minorityreporter.net	2
	Ibero-American Action League	information@iaal.org	2
	CCSI	https://www.ccsi.org/Employment/Community-Job-Postings	All
	ShiftDiff	https://shiftdiff.com/	3
	Zip Recruiter	https://www.ziprecruiter.com/	4

Attachment A

	Full Time Position	Total No of Interviewees	Recruiting Source of Hire
1.	Digital Content Manager- News	4 WXXI.org (4)	WXXI website
2.	Director Stewardship, Marketing Legacy Giving	3 WXXI.org (2) Indeed.com (1)	WXXI website
3.	Donor Database Associate	5 Indeed.com (1) CCSI.org (1) WXXI.org (3)	WXXI website
4.	Mid-Level Gift Officer	2 WXXI.org (1) Internal app (1)	Internal Hire
5.	Membership Director	5 WXXI.org (3) Indeed.com (1) AFP (1)	Association of Fundraising Professionals
6.	Membership & Engagement Director	2 Indeed.com (2)	Indeed
7.	Security	4 WXXI.org (1) Indeed.com (3)	Indeed
8.	PA Assistant	3 Indeed.com (3)	Indeed
9.	Motions Graphics /Videographer	5 Indeed.com (2) WXXI.org (3)	WXXI website

Attachment B – SUPPLEMENTAL OUTREACH (47 CFR 73.2080 (c) (2))

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2) (i) Participation in Job Fairs	N/A	<ul style="list-style-type: none"> • Due to the global pandemic job fairs were cancelled and/or not attended for the 2021-22 year
47 CFR 73.2080 (c)(2) (iv) Participation in events sponsored by organizations interested in broadcast employment	AM Reporter/ Producer	<ul style="list-style-type: none"> • Presented to local high school journalism class, talking about careers in journalism and how newsrooms work.
	Reporters	<ul style="list-style-type: none"> • Keynote Speaker for underserved teens graduation in the Rochester area where they work with counselors to strengthen their academic performance and prepare for college and job placement. • participated in a panel discussion called ‘Let’s Talk about Media Bias, “hosted by a local nonprofit organization.
47 CFR 73.2080 (c)(2)(v) Internships	Classical Announcer	<ul style="list-style-type: none"> • Hosted an Intern Summer 2021, hands on experience with working on classical music on air and at the Little Theatre
	Communications Content Strategist	<ul style="list-style-type: none"> • Hosted an Intern Summer 2021, hands on experience with posting on social media, station site and working on different station projects
	News Director	<ul style="list-style-type: none"> • Hosted an internship in the fall of 2021, taught basic elements of what goes into a multi-media news story. Trained on basic audio and interviewing techniques, and helped produce a few stories, some of which were heard on-air and seen online.
47 CFR 73.2080 (c)(2)(vi) Job banks in general	Chief Human Resources Officer	<ul style="list-style-type: none"> • Submitted full time and part time vacancies to WNY Job Bank • New York State Job Bank • Submitted all full time and part time vacancies to Indeed.com • Submitted all full time and part time vacancies to Zip Recruiter • Current, Indeed, CCSI
	VP, Radio	<ul style="list-style-type: none"> • (Grove) and automation system (Enco) webinars

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2)(viii) Training programs designed to enable station personnel to acquire skills to qualify for higher level positions	Director, Classical Programming	<ul style="list-style-type: none"> • 1/19, 1/20 & 1/21 - NPR GROVE training • 1/21/21 – PRPD Classical Format meeting/training • Ongoing throughout several months – NPR GROVE training & website development • First Tuesday (monthly) – Classical Staff Planning & Development meeting • 2/18/21 - PRPD Classical Format meeting/training • 3/2/21 – Virtual meeting/mentoring with Diane Jones, New PD of WCNY-FM Classical, Syracuse • 3/4/21 – DEI Listening Session – Discussion of Ibram X. Kendi speech • 3/16/21 – Reachout Radio Survey Training • 3/18/21 -- PRPD Classical Format meeting/training • 3/25/21 – NPR Grove/WXXI Training & Site Planning webinar • 4/2/21 – WXXI DEI Virtual Discussion with long term employees • 4/14/21 – Greater Public Webinar: Bringing Equity & Inclusivity to your Donor Communications • 4/15/21 -- PRPD Classical Format meeting/training • 4/22/21 – All Classical Portland DEI/Anti-Racism in Classical Public Media • 4/28/21 – PRPD Making the Most of On-Air Promotions • 5/12/21 – PRPD Webinar: Stationality • 5/18/21 – NPR Webinar: Music Rights 101 + Updates • 5/17/21 -- PRPD Classical Format meeting/training • 5/20/21 -- PRPD Classical Format meeting/training • 5/26/21 – PRPD Webinar: Great Copy Confirmation • 6/17/21 – PRPD Classical Format meeting/training • 7/7/21 – ENCO/Music Master Integration Webinar • 7/15/21 – PRPD Classical Format meeting/training • 8/5/21 – SAS Console Training • 8/25/21 – OnBoard Training Meeting via Zoom • 9/21/21 – Employee Navigator health benefits portal training via Zoom • 10/13/21 – NoncomMusicAlliance Public Radio Music Day webinar • 10/20/21 – NPR Webinar: Digital audience trends & listening • 10/21/21 – PRPD Classical Format meeting/training • 10/28/21 – NPR Webinar: Station digital analytics • 11/10/21 – PRPD Webinar: <i>Vision 2022: An imperative for public media's future</i> • 12/1/21 – PRPD/Edison Research Webinar: <i>The Black Podcast Listener Report</i>
	Director, TV Programming	<ul style="list-style-type: none"> • NETA Conference - 1/25/2021 - 1/28/2021 • Producing Stories That Address Race, Equity, and Inclusion • Unprecedented Challenges, Unlimited Possibilities: A Strategic Update from PBS Children's Media & Education

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • Developing an Equity Framework for Media Production and Education • Best Practices From Move to Include & Becoming Hellen Keller • PBS Annual Meeting - 5/18/2021 - 5/20/2021 • PTPA Fall Meeting - 9/29/2021 - 9/30/2021 • Session I: PBS Programming Pipeline CLOSED TO PRESS • Session VI: Delve into Data • APT Fall Marketplace - 11/9/2021 - 11/11/2021 • Professional Development Session 1: "PTPA's Annual Session: Introduction to DOMO," sponsored by To Dine For with Kate Sullivan • TRY THIS: Tips and Tricks for APT Stations • Professional Development Session 2: "TRAC Media's Annual Research Summit: Research-Based Scheduling" • Monthly Programmer Calls held by TRAC Media
	Reporter	<ul style="list-style-type: none"> • Conducted a training session on how to gather and mix sound, for both CITY Magazine and WXXI reporters
	Phot Journalist	<ul style="list-style-type: none"> • Involved in volunteer drone safety training with the FAA
		<ul style="list-style-type: none"> • Webinar, "Event Planning for Performing Arts Organizations and Venues," a discussion on planning live and in-person performances as communities emerge from the cocoon of COVID and return to public spaces. • Hosted a virtual conversation with NPR arts correspondent
	Manager of Educational Training & Family Engagement	<ul style="list-style-type: none"> • NETA Virtual Conference • Out of School Time Community Advisory Group • Child Poverty: Rochester, a City in Crisis • Universal Design for Learning Best Practices & PBS LearningMedia • Getting Ready for Summer: A Planning Bootcamp for Program Leaders • PBS Children's Media & Education Monthly Update • Summer Learning Lunch & Learn: Virtual & Socially-Distanced Family Events • CAMP TV Station Production Best Practices • RCSD's High-Quality Learning Environment (HQLE) Strategic Advisory Meeting

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PBS/GBH
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PBS CME
PBS CME
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Outreach	Employee	Activity	
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) - Subcommittee on Guaranteed Learning Experiences 	RCSD
		<ul style="list-style-type: none"> • ABC Head Start Health Services Advisory Committee 	ABC Head Sta
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) - Subcommittee on Guaranteed Learning Experiences 	RCSD
		<ul style="list-style-type: none"> • PBS' The GENE: Open Forum with Other Grant Stations 	WETA
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) - Subcommittee on Guaranteed Learning Experiences 	RCSD
		<ul style="list-style-type: none"> • Out of School Time Community Advisory Group 	Greater Roch Alliance (GRA
		<ul style="list-style-type: none"> • PBS KIDS Donkie Hodie: Behind the Scenes Virtual Special Event 	Fred Rogers P
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) - Subcommittee on Guaranteed Learning Experiences 	RCSD
		<ul style="list-style-type: none"> • PBS Annual Meeting: Speaker Training 	PBS
		<ul style="list-style-type: none"> • Parent Engagement in Schools Innovation Conference Day 	PBS CME
		<ul style="list-style-type: none"> • PBS Children's Media & Education Monthly Update 	PBS CME
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) - Subcommittee on Guaranteed Learning Experiences 	RCSD
		<ul style="list-style-type: none"> • PBS Children's Media & Education Monthly Update 	PBS CME
		<ul style="list-style-type: none"> • Eclipse 2024 Retreat 	RMSC
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) Strategic Advisory Meeting 	RCSD
		<ul style="list-style-type: none"> • Out of School Time Community Advisory Group 	Greater Roch Alliance (GRA
		<ul style="list-style-type: none"> • Schedule Change and Alma's Way Overview 	PBS CME
		<ul style="list-style-type: none"> • PBS Children's Media & Education Monthly Update 	PBS CME
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) Strategic Advisory Meeting 	RCSD
		<ul style="list-style-type: none"> • Alma's Way Virtual Preview 	Fred Rogers P
		<ul style="list-style-type: none"> • Maximizing the Power of Play in RCSD: Key Note with Dr. Brian Wright 	HealthiKids
		<ul style="list-style-type: none"> • Making Space for Preschool Makerspaces 	EdWeb.org

Outreach	Employee	Activity	
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) Strategic Advisory Meeting 	RCSD
		<ul style="list-style-type: none"> • RTL Facilitator Course: Equitable & Inclusive Facilitation Kick-off 	CPB/PBS
		<ul style="list-style-type: none"> • Making Media Literacy a National Priority: A Conversation with the National Media Literacy Alliance 	National Media Literacy Alliance
		<ul style="list-style-type: none"> • When YOU are The Story: A Conversation with Amanda Knox 	US Media Literacy
		<ul style="list-style-type: none"> • RTL Monthly Coffee Chat 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Facilitator Course: Equitable & Inclusive Learning Facilitation - Session 1 (Implicit Bias) 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Facilitator Course: Equitable & Inclusive Learning Facilitation - Session 2 (Culture) 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Facilitator Course: Equitable & Inclusive Learning Facilitation - Session 3 (Inclusive Design: Designing for All Learners) 	CPB/PBS
		<ul style="list-style-type: none"> • RTL: Community Needs Assessment 	CPB/PBS and
		<ul style="list-style-type: none"> • Vision 2022: An Imperative for Public Media's Future 	Public Media
		<ul style="list-style-type: none"> • RCSD's High-Quality Learning Environment (HQLE) Strategic Advisory Meeting 	RCSD
		<ul style="list-style-type: none"> • RTL Facilitator Course: Equitable & Inclusive Learning Facilitation - Session 4 (Practices in Action - Planning & Preparing) 	CPB/PBS
		<ul style="list-style-type: none"> • 9th Annual State of Our Children Address 	Roc the Future
		<ul style="list-style-type: none"> • RTL Monthly Coffee Chat 	CPB/PBS
		<ul style="list-style-type: none"> • RTL: Introduction to Family & Community Learning and Other Engagement Models 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Cohort 2: CANA Office Hours w/ WFSU & WQED 	CPB/PBS
		<ul style="list-style-type: none"> • PBS Children's Media & Education Monthly Update 	PBS CME
		<ul style="list-style-type: none"> • RTL: Critical Thinking & Creative Problem Solving (incl. Computational Thinking) & ScratchJr 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Monthly Coffee Chat 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Cohort 2: CANA Office Hours w/ VegasPBS 	CPB/PBS
		<ul style="list-style-type: none"> • RTL World of Work Knowledge & Skills (incl. SEL and Executive Function skills) 	CPB/PBS
		<ul style="list-style-type: none"> • RTL Functional Literacy (incl. SEL and Executive Function skills) & Molly of Denali FCL & Camp 	CPB/PBS

Outreach	Employee	Activity		
		<ul style="list-style-type: none"> • PBS Children's Media & Education Monthly Update • RTL Intergenerational Learning and Play & Learn Science FCL • RTL Monthly Coffee Chat • Serving Spanish Speakers & Latinx Communities • RTL WinterFest: Intro to CANA Synthesis • RTL Winter Fest: Listening & Building Trust • RTL WinterFest: CANA Synthesis (Cont) • RTL WinterFest: Peer Partners 		PBS CME CPB/PBS CPB/PBS Current CPB/PBS CPB/PBS CPB/PBS CPB/PBS
	Vice President of Education & Interactive Services	1/25-1/28/2021 1/28/2021 2/2/2021 2/2/2021 2/12/2021 2/17/2021 2/24/2021 2/25/2021 2/26/2021 3/2/2021 3/2/2021 3/11/2021 3/9/2021 3/12/2021 3/16/2021 3/16/2021 3/17/2021 3/19/2021	2021 NETA Conference & CPB Public Media Thought Leader Forum (Virtual) GLOW One-Stop Partners Committee GLOW Workforce Youth Event Committee PBS Children's Media & Education Monthly Update FL STEM Hub Forum PBS Digital Immersion: Organization & Culture To Collaborate Universal Design Learning in PBS LM with PBS & WGBH Webinar NETA Education Peer Learning Consortia Executive Committee PBS Digital Immersion Goal Setting GLOW Workforce Youth Event Committee Rochester Workforce Innovation & Performance Committee Finding Your Roots & Genealogy Resources Screening/Talkback Rochester One Stop Partners Quarterly Mtg FL STEM Hub Forum PBS Digital Immersion Advance Group: Using Emotional Intelligence Birkman Assessment in Group Coaching GLOW Workforce Youth Event Committee NETA Education Peer Learning Consortia Executive Committee PBS Summer Learning Station Lunch & Learns-Virtual Professional Learning and Classroom Resources for Summer 21	

Outreach	Employee	Activity
		3/23/2021 PBS Digital Immersion: Project Management & Workflows To Grow Station Audience for digital and social platforms
		3/25/2021 NETA Camp TV webinar & Summer Learning
		3/26/2021 PBS Lunch & Learn PBS Summer Learning Series
		3/29/2021 FL Workforce Partners Committee
		3/30/2021 Oliver Sacks National Screening/Talkback
		4/6/2021 PBS Children's Media & Education Monthly Update
		4/9/2021 PBS Summer Learning Station Lunch & Learns-Digital Family Engagement
		4/9/2021 FL STEM Hub Forum
		4/13/2021 GLOW Workforce Youth Event Committee
		4/13/2021 RTL Capstone Webinar
		4/15/2021 GROVE Music Stations Feedback with NPR
		4/20/2021 PBS Digital Immersion Advanced Webinar on Leaders vs. Managers
		4/21/2021 NETA Education Peer Learning Consortia Executive Committee
		4/23/2021 PBS Digital Immersion Design Thinking Webinar
		4/27/2021 NETA Education Peer Learning Consortia Council
		4/27/2021 GLOW Workforce Youth Event Committee
		4/28/2021 PBS Digital Immersion Accelerate Working Group
		4/29/2021 GLOW One-Stop Partners Committee
		4/29/2021 NPR Retaining Digital Audience Webinar
		5/4/2021 Ken Burns The Gene Screening/Talkback Webinar
		5/4/2021 Children's Media & Education Monthly Update
		5/7/2021 PBS Digital Immersion Accelerate Working Group
		5/7/2021 Exploring Access to Children's Media NETA Education PLC Learning Series
		5/11/2021 GLOW Workforce Youth Event Committee
		5/11-5/12/2021 PBS Annual Meeting Conference-Virtual Part 1

Outreach	Employee	Activity	
		5/14/2021	American Graduate: Path to the Future Launch Webinar
		5/14/2021	PBS Digital Immersion Accelerate Working Group
		5/14/2021	FL STEM Hub Forum
		5/17/2021	NETA Education Peer Learning Consortia Executive Committee Meeting
		5/18-5/20/2021	PBS Annual Meeting Conference-Virtual Part 2
		5/21/2021	PBS Digital Immersion Accelerate Event Overview Part 1
		5/24/2021	PBS Digital Immersion Accelerate Event Day Overview Part 2
		5/25/2021	GLOW Workforce Youth Event Committee
		5/25/2021	PBS Digital Immersion Accelerate Event Day
		6/1/2021	NETA Education Peer Learning Consortia Executive Committee
		6/1/2021	Rochester Workforce Innovation & Performance Committee
		6/3/2021	PATHSTONE REWORK AMERICA ALLIANCE DISCOVERY FOCUS GROUP
		6/7/2021	Regional Partners One-Stop Forum
		6/8/2021	American Graduate Path to the Future Local Discussion Webinar
		6/9/2021	BrightByText Webinar for PBS Partners
		6/11/2021	FL STEM Hub Forum
		6/14/2021	GROVE Station Training Webinar Part 1
		6/15/2021	GLOW Workforce Youth Event Committee
		6/16/2021	NETA Education Peer Learning Consortia Executive Committee
		6/16/2021	GROVE Station Training Webinar Part 2
		6/17/2021	GROVE Station Training Q&A
		6/21/2021	GROVE Station Training Webinar Part 3
		6/22/2021	American Graduate Path to the Future Planning Webinar
		6/23/2021	PBS Digital Immersion: Strategy and Process of Creating a Digital-first YouTube series.
		6/24/2021	NPR GROVE training session

Outreach	Employee	Activity
		6/25/2021 PBS Digital Immersion Advanced Webinar on Effective Content Strategy at Local & National Level
		6/29/2021 GLOW Workforce Youth Event Committee
		7/9/2021 FL STEM Hub Forum
		7/12/2021 Muhammed Ali Series Webinar with WETA & the Ken Burns Group
		7/12/2021 Using DOMO & Google Data Studio to Track Content Performance on PBS LearningMedia
		7/13/2021 PBS Children's Media & Education Update Webinar
		7/28/2021 US. Dept of Ed. Advance Manufacturing Pipeline Webinar
		7/26-7/29/2021 PBS Digital Immersion Data Bootcamp Conference
		8/10/2021 NETA Education Peer Learning Council Facilitated Sessions
		8/10/2021 GLOW Workforce Youth Event Committee
		8/17/2021 GLOW Workforce Youth Event Committee
		8/23/2021 PBS Digital Immersion: Redefining engagement various audience types
		8/24/2021 GLOW Workforce Youth Event Committee
		8/27/2021 PBS Digital Immersion: Multiplatform marketing, content development, and strategies
		9/1/2021 PBS Digital Immersion Webinar
		9/7/2021 GLOW Workforce Youth Event Committee
		9/8/2021 Fall Back Into PBS Products: Accessibility on the Web
		9/9/2021 PBS LearningMedia Back School Features Training Webinar
		9/10/2021 Nielsen Data Training
		9/10/2021 FL STEM Hub Forum
		9/14/2021 GLOW Workforce Youth Event Committee
		9/14/2021 Rochester One Stop Partners Quarterly Mtg
		9/14/2021 Rochester Workforce Innovation & Performance Committee
		9/14/2021 NETA Education Peer Learning Consortia Executive Committee
		9/15/2021 Fall Back Into PBS Products: UX + Design Best Practices

Outreach	Employee	Activity	
		9/21/2021	Talent Forward: Improving Talent Through Technology
		9/24/2021	NETA Education PLC Learning Series: Exploring Access to Children's Media Part 3
		9/29/2021	Fall Back Into PBS Products: Interpreting Domo Data
		9/30/2021	PBS Digital Immersion Master Class on Social Media & Marketing
		10/4/2021	RTL National Cohort Learning Neighborhoods Kick Off Webinar
		10/6/2021	American Veteran Series Training Webinar
		10/6-10/7/2021	PBS Digital Immersion Capstone Days
		10/8/2021	FL STEM Hub Forum
		10/12/2021	NETA Education Peer Learning Consortia (PLC) Executive Committee Monthly Meeting
		10/13/2021	Shaping the Workplace Future of Work: Women and Work
		10/14/2021	NPR GROVE CMS Update Training
		10/19/2021	GLOW One-Stop Partners Committee
		10/19/2021	Kick-off Training: RTL Equitable & Inclusive Facilitation Course
		10/20/2021	Kanopi Studios Training
		10/20/2021	BrightByText Dashboards and Reports Webinar
		10/21/2021	WETA Grants Office Hours (Finding Your Roots)
		10/18-10/29/21	PBS TechCon Virtual Conference
		10/26/2021	RTL Coffee Calls/Office Hours
		10/26/2021	GLOW Workforce Youth Event Committee
		10/28/2021	RTL Facilitator Course Part 1: Intro to PBS KIDS Family and Community Engagement; Equitable and Inclusive Mindsets: Implicit Bias
		10/29/2021	Digital Immersion Advanced Program Final Webinar Snapshot Presentation
		10/29/2021	DEI Book Club: Discussion of I Promise Film on LeBron James Foundation Promise School
		11/2/2021	Kanopi Studios Overview Training

Outreach	Employee	Activity
		11/3/2021 RTL Facilitators Course Part 2: Equitable and Inclusive Mindsets: Culture
		11/4/2021 Pew Research Webinar: A Conversation on Race and Research
		11/5/2021 FL Workforce Partners Committee
		11/9/2021 NETA Education Peer Learning Consortia Executive Committee
		11/9/2021 Kanopi Studios Tech Training
		11/9/2021 RTL Facilitator Course -Part #3 Equitable and Inclusive Design: Designing for All Learners
		11/10/2021 RTL: EDC/SRI Evaluators on Community Needs Assessment Training
		11/12/2021 FL STEM Hub Forum
		11/16/2021 RTL Facilitator Course - Part #4: RTL Equitable and Inclusive Practices in Action: Planning and Preparing
		11/18/2021 RTL Coffee Calls/Office Hours
		11/18/2021 Kanopi Studios Web Training
		11/19/2021 National Reporting Systems for PBS LearningMedia Webinar
		12/1/2021 RTL: Introduction to Family & Community Learning and Other Engagement Models
		12/6/2021 RTL Cohort 2: Community Assets and Needs Assessment (CANA) Office Hours w/ WFSU and WQED
		12/7/2021 Rochester Workforce Innovation & Performance Committee
		12/7/2021 Kanopi Studios Web Presentation
		12/8/2021 RTL: Critical Thinking & Creative Problem Solving (incl. Computational Thinking) & ScratchJr Training
		12/9/2021 RTL Coffee Calls/Office Hours
		12/10/2021 FL STEM Hub Forum
		12/14/2021 Quarterly Rochester One-Stop Forum
		12/14/2021 RTL Cohort 2: Community Assets and Needs Assessment (CANA) Office Hours w/ Vegas PBS
		12/15/2021 RTL World of Work Knowledge & Skills (incl. SEL and Executive Function skills) training

Outreach	Employee	Activity
		12/16/2021 NPR GROVE CMS Next Steps Q&A
		12/21/2021 WXXI Education Ready to Learn Presentation to Early Childhood Development Committee
		1/6/2022 RTL Functional Literacy (incl. SEL and Executive Function skills) & Molly of Denali FCL & Camp Training
		1/11/2022 NETA Education Peer Learning Consortium Executive Committee Monthly Meeting
		1/12/2022 PBS Children's Media Education Station Leadership Committee
		1/12/2022 RTL Intergenerational Learning and Play & Learn Science FCL Training
		1/13/2022 Ready to Learn Monthly Coffee Share/Office Hours
		1/14/2022 FL STEM Hub Forum
		1/18 - 21/2022 Ready To Learn Winterfest Conference Week 1
	VP, Development	<ul style="list-style-type: none"> 1/26/21 PBS Development Advisory Committee Roundtable on Planned Giving 7/13/21 Greater Public: Diversity in Pledge: Building a Diverse Donor Base Through On-Air Fundraising 7/16/21 Greater Public: State of the System in Public Media Membership 7/20/21 Greater Public: Exploring the Fun and Frustrations of Nonprofit Work with Vu Le 7/21/21 Greater Public: Public Media Philanthropy in 2021 with Penelope Burk 7/21/21 Greater Public: Courageous Leadership: Public Media's Hill to Climb 8/18/21 WXXI -Allegiance - new products and training
	News Director	<ul style="list-style-type: none"> Syracuse University-Newhouse School daylong symposium, State of the Field Exploring the issues and events that impact journalism today. CPB Sexual Harassment and Unconscious Bias Training
	CITY Reporters	<ul style="list-style-type: none"> Training offered by Investigative Reporters & Editors (IRE)
	Account Managers, Sponsorship	<p>PBS Scarborough Trends in the time of Covid</p> <hr/> <p>Action for a Better Community virtual conference</p> <hr/> <p>Nielsen Prime Lingo Reach Analysis Training</p> <hr/> <p>NYSBA Digital focus webinar</p> <hr/> <p>Greater Public Video Roundtable: Public Media Marketers Meetup</p> <hr/> <p>My Work To Do - National affinity group - DEI training</p> <hr/> <p>My Work To Do - National affinity group - DEI training</p> <hr/> <p>Dixon Schwabl Webinar: Diversity, Equity and Inclusion in Advertising</p>

Outreach	Employee	Activity
		<p>My Work To Do - National affinity group - DEI training</p> <p>PBS Scarborough One Sheet Series: Focus on Travel</p> <p>RBJ DEI virtual summit</p> <p>Field Notes from The Frontlines: The DEI Movement In Public Media</p> <p>NPR Webinar: Audience Diversity Research</p> <p>TRAC Webinar - Understanding Diversity & Inclusion in PTV Audiences</p> <p>Greater Public -The Great Corporate Support Pivot With Paul Jacobs</p> <p>Public Media’s Role Advancing Diversity & Inclusion Through Content & Engagement</p> <p>How Stations Are Empowering Local Teachers to Be Media Literacy Rockstars</p> <p>Stations Leading the Way in DEI with Public Media For All</p> <p>Listening Up: How WFAE made inclusion the north star of its content strategy.</p> <p>PMDMC Keynote</p> <p>Nielsen Local TV View Review</p> <p>NYSBA Today's Unconventional Approach to Retail & Professional Services Ad Selling Success!</p> <p>PrimeLingo: Creating Media Reports</p> <p>Focus on Digital Fundraising</p> <p>NYSBA The Girlfriend's Guide to Closing the Deal</p> <p>RRC -Cost Per Thousand is Gaining Momentum: A Webinar on CPM</p>
	Marketing Coord.	<ul style="list-style-type: none"> • Action for a Better Community virtual conference • Nielsen Prime Lingo Reach Analysis Training • NYSBA Digital focus webinar
	Executive Editor	<ul style="list-style-type: none"> • CPB Sexual Harassment and Unconscious Bias Training

Outreach	Employee	Activity
	Director, Corporate Sponsorship	<ul style="list-style-type: none"> • Nielsen Prime Lingo Reach Analysis Training • AAN - New Revenue Ideas Roundtable • PBS Scarborough One Sheet Series: Focus on Travel • Nielsen Local TV View Review <hr/> <ul style="list-style-type: none"> • NPR Podcast Subscription Service & Digital Fundraising Update <hr/> <ul style="list-style-type: none"> • PrimeLingo: Creating Media Reports <hr/> <ul style="list-style-type: none"> • Focus on Digital Fundraising
	Chief, Human Resources Officer	<ul style="list-style-type: none"> • SHRM Legal Update– February 2021 • NHRA Restore. Refresh. Reset Session • NHRA Mindset Matters: Growth vs. Fixed Mindsets - Advancing the Minds of HR Leaders • NETA Conference -Producing Stories that Address Race Equity & Inclusion • NETA Conference - Tracking Diversity in Our work • HRCI Seminar- The Power Skill for Global Business • Chamber Counsel: The COVID Vaccine: Should Employers Give It A Shot? • Alchemizing HR: Inclusion: 2020 Vision in 2021 • Virtual Briefing: Effective Leave Management During COVID and Beyond • APTS Race Relations, Diversity and Healing Divisions • APTS Diversity, Equity and Inclusion Initiatives to Strengthen Station Service • Higher Standard: HR's Courageous Role in Influencing Change • Equity Challenge Community Partners Meeting • UKG Mental Health & Wellness Event • GVC SHRM The Power of Employee Benefits • Staying on Top of Your Broadcast FCC EEO Obligations • YWCA STAND Against Racism - 30 Seconds to Solidarity • Field Notes from The Frontlines: The Diversity, Equity & Inclusion Movement In Public Media • DIVERSITY REBOOT 2021 DEI Series: Dismantling the Barriers Faced by Black Women in Leadership: It's on Us. • NAAAHR Emotional Intelligence • Weed at Work: What Employers Need to Know About Marijuana in the Workplace • CCSI- From Theory to Practice: Moving individuals, organizations and the community conference • Bridging the Silence Gap--Empathy Skills for Healing Racial Trauma • Mental Health & Your Workforce Session 2 – Activating New Practices For Leaders • Difficult Conversations with Underperforming Employees • Supporting Employees with Disabilities • A Gathering for BIPOC in Public Media • NY Enacts HERO Act: The Significant Requirements Imposed on Employers • Higher Standard: How Organizations Return, Re-Engage, Redefine and Retain Their Workforce • PUBLIC MEDIA FOR ALL - "DEI Lesson Beyond the Bubble"

Outreach	Employee	Activity
		<ul style="list-style-type: none"> • Colors of Success: "To Speak or How to Speak, That is the Question" - Addressing Microaggressions • NHRA - Culture Renovation • Critical Race Theory: How a Legal Framework Became a Political Flashpoint • Vision 2022: An Imperative for Public Media's Future • Leadership Breakfast – Navigating the Great Resignation • Performative v. Normative EDI: Moving Away from Deficit Thinking • NHRA Seminar Creating Meaningful Partnership at Work between Leaders and Teams • Public Media Business Association <ul style="list-style-type: none"> ➤ Relationship Management ➤ Risk Management ➤ Organizational Effectiveness & Development ➤ Leadership & Navigation ➤ Communication ➤ Arsenic and Lace: Unpacking Toxicity in the Workplace ➤ Understanding CSG Compliance ➤ Creating a Culture of Engagement and Belonging ➤ Inclusive Leadership ➤ Listening Your Way to Inclusion
	VP, Tech & Operations	<p>Webinars</p> <ul style="list-style-type: none"> • 1/27 SBE Digital AM • 2/12 ATSC 3.0 and Public Media • 2/26 RIST Update • 5/27 SBE Tower maintenance • 11/4 The Next Frontier: Optimizing how radio is displayed in connected cars • 11/10 PBS and WARN
	Technology and Engineering Department	<ul style="list-style-type: none"> • Leadership coaching sessions

Outreach	Employee	Activity
	CITY 12 Manager	Webinar <ul style="list-style-type: none"> • NETA Student Voices Heard: How To Elevate Youth Created Media • The Black Church: National Virtual Event • Future of Work Virtual Events and DEI • Public Media For All Vision 2022 • Next Challenge for Media and Journalism <ul style="list-style-type: none"> ○ Podcasts <ul style="list-style-type: none"> ▪ <i>Listening Up: How WFAE Made Inclusion the North Star of its Strategy</i> ▪ <i>The Forum on Workplace Inclusion #63 Dismantling Systems of Oppression From the Inside Out</i> ▪ <i>The Forum on Workplace Inclusion #85 Developing Manager Inclusion Habits in the Virtual Workplace</i> • Paychex Conflict Resolution • DEI course from University of South Florida: Emotional Intelligence Stereotypes & Bias and Understanding Your Organization
	Director of Donor Relations	<ul style="list-style-type: none"> • 3/31/2021 – “One Click Donate” webinar (PBS) • 7/14/2021 – “Realizing the Magic of Your Mid-Level Donors” webinar (PMDMC) • 9/2/2021 – “Mid-Level” webinar (Veritus Group)
	Controller	<ul style="list-style-type: none"> • PMBA virtual conference May 2021
	CFO	<ul style="list-style-type: none"> • PMBA virtual conference May 2021
	Coordinat or, Education & Outreach	<ul style="list-style-type: none"> • 2/1/21 – D.E.I. Content Team Meeting • 2/16/21 – D.E.I. Content Team Meeting • 2/19/21 – D.E.I. Webinar • 2/9/21 – D.E.I. • 2/11/21 – Finding Your Roots Webinar • 2/19/21 – Video Education Advisory Board Meeting • 4/14/21 – Sesame Street in the Communities webinar • 4/19/21 – D.E.I. • 4/29/21 – The Gene Educator Training • 5/4//21 – The Gene Screening • 5/25/21 – D.E.I. • 5/27/21 – Muhammad Ali Webinar • 6/3/21 – Muhammad Ali Webinar • 6/4/21 – Video Education Advisory Board Meeting • 9/14/21 – D.E.I. • 10/5/21 – OVEE Webinar • 12/9/21 – Video Education Advisory Board Meeting • 1/22/22 – D.E.I. Council Meeting

Outreach	Employee	Activity
47 CFR 73.2080 (c)(2)(ix) Establishm ent of a mentoring program	N/A for 2021	Due to the global pandemic no mentorship programs were offered
47 CFR 73.2080 (c)(2)(x) Participatio n in events sponsored by educational institutions related to careers in broadcasti ng	Radio Program Manager	<ul style="list-style-type: none"> • Host trainings in digitizing our music library. • Participated remotely in the 2021 NonCommvention. • WRUR partnership with the UofR
	Reporter	<ul style="list-style-type: none"> • Spoke to Leadership Academy for Young Men • Nazareth College discussed Journalism and media. How to start a career and The importance of education and other avenues to gain skills and how to turn an interview into a story.
	Director, Classical Programm ing	<ul style="list-style-type: none"> • 2/11/21 – ABVI President’s Donor appreciation event – virtual • 4/19/21 – Gateways Music Festival: Virtual Strategic Direction Planning Meeting • 5/6/21 – Gateways Music Festival: Board Retreat • 7/1/21 – Gateways Music Festival: Planning meeting for Media Sponsorship & upcoming events • 7/28/21 – Visit from Keith Brown, host of GamePlay – marketing & outreach ideas for promotion of his new program on WXXI Classical • 9/21/21 – Meeting with Diane Jones, PD WCNY Classical – she’s in a new position, and needed to bounce ideas and problems she’s having with me to learn from me how to be a classical PD • 9/24/21 – Meeting with Dr. Blaire Koerner, ESM ALP Coordinator, regarding Eastman’s ALP Internship program changes • 10/16/21 – Mike Lasser Farewell Tribute Concert event at Kilbourn Hall at ESM
	Assistant Vp/Execut ive Producer, TV	<ul style="list-style-type: none"> • PBS Tech Con: Examples of the webinars we attended are: <ul style="list-style-type: none"> a. How to Successfully Translate a Broadcast Program into Digital b. Unclogging Your Post Production Pipeline in the Era of the Rebrand c. Five Strategies for Growing and Monetizing Digital Audiences

Outreach	Employee	Activity
		<p>d. Everything We Learned from Remote Production</p> <ul style="list-style-type: none"> NETA Conference: We presented online at this conference in partnership with WNET and Becoming Helen Keller. We also attended webinars in the areas of content, education, and digital marketing.
<p>47 CFR 73.2080 (c)(2)(xii) Listing of upper category openings in media trade groups whose members include substantial participation of women and minorities</p>	CHRO	<ul style="list-style-type: none"> Positions were sent to the United Way leadership programs (AALDP and LLDP) African American Leadership Development Program and Latino Leadership Development Program. Positions were sent to ShiftDiff, a black owned recruiting firm with an emphasis on minority candidates Additional payment made so Job postings were highlighted with an emphasis to attract minority candidates
<p>47 CFR 73.2080 (c)(2)(xiv) Provision of training to management regarding methods of ensuring equal employment opportunity and prevention of discrimination</p>	All Staff	<ul style="list-style-type: none"> Sexual Harassment/Harassment/Hostile Work Environment Prohibition Training – July-September 2021
	New employees	<ul style="list-style-type: none"> New employee orientation– includes our EEO policy and all other station policies
	All Managers	<ul style="list-style-type: none"> Performance Evaluation Training, June 2021
	CHRO	<ul style="list-style-type: none"> 2021 SHRM Legal Update Paychex Management Trainings University of South Florida DEI in the Workplace Certificate Program
47 CFR 73.2080	CHRO	<ul style="list-style-type: none"> Virtual Recruiting In a Pandemic Seminar

Outreach	Employee	Activity
(c)(2)(xv) Training to personnel in broadcast employment opportunities that would enable them to better refer candidates		
47 CFR 73.2080 (c)(2)(xvi) Participation in other activities reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates	GM/Executive VP Chief Human Resources Officer	<ul style="list-style-type: none"> • Public Media General Manager Meetings –ongoing • Public Media HR Group –Monthly meetings on HR updates and employment opportunities – ongoing • QUEST meetings – HR Group –monthly meetings on HR updates and employment opportunities – ongoing • SHRM – Society of Human Resource Management, Rochester chapter • NHRA- National Human Resources Association, Rochester chapter • NAAAHR- National Association of African Americans in HR, Rochester chapter • Public Media For All Membership- Monthly Meetings