

WSKG PUBLIC BROADCASTING

EEO Public File Report: WSKG-TV, WSKG-FM, WSQX-FM, Binghamton, NY

EEO Requirements for Recruitment Sources used for vacancies

February 1, 2020 - January 31, 2021

Prepared by: E. Randall

Reviewed by: G. Catlin

Last Update: 1/20/2021

Source #	Source information (including applicable posting and contact information)	Entitled to notification
1	WSKG Website	Yes
2	WSKG Internal Posting	Yes
3	ACCES-VR	Yes
	Adult Career and Continuing Education Services-	
	Ashley Paciello	
	Ashley.paciello@nysed.gov	
	shared via Adobe for Google	
4	AMFMJobs.com	No
	Broadcast Employment Services	
	PO Box 4116	
	Oceanside, CA 92052	
5	Broome County Urban League	No
	Jennifer Lesko, CEO	
	43 Carroll Street	
	Binghamton, NY 13901	
	607-723-7303	
	jlesko@bcul.org	
6	Broome-Tioga Workforce NY	Yes
	Attn: Bill Fowler	
	171 Front Street	
	Binghamton, NY 13905	
	607-778-2226	
	btworks@labor.state.ny.us	
7	Community Options, Inc.	Yes

	182-184 State Street	
	Binghamton, NY 13901	
	607-722-5971	
	Jill.LoVuolo@comop.org	
8	Corporation for Public Broadcasting	No
	Attn: Deborah Carr	
	401 Ninth Street, NW	
	Washington, DC 20004-2129	
	202-879-9600	
	http://stations.cpb.org/jobline	
9	Economic Opportunity Program, Inc.	Yes
	Attn: Anita Lewis	
	650 Baldwin Street	
	Elmira, NY 14901	
	607-734-6174 x201	
	alewis@cseop.org	
10	Elmira College	Yes
	Attn: Julie Fielding	
	Office of Counseling and Career Services	
	One Park Place	
	Elmira, NY 14901	
	607-735-1832	
	eccareers@elmira.edu	
11	Family Enrichment Network	No
	Mary DiFulvio, HR Director	
	24 Cherry Street	
	Johnson City, NY 13790	
	607-723-8313	
	mdifulvio@familyenrichment.cc	
12	Greater Public Job Line	No
	PO Box 303279	
	Austin, TX 78703-0055	
	800-454-2314	
	http://greaterpublic.org/job-line	
13	NABET-CWA Local #26	No
	Attn: John Ziller	
	PO Box 5	
	Vestal, NY 13850	

14	PMBA (Public Media Business Association)	No
	1300 Piccard Drive, Suite LL14	
	Rockville, MD 20850	
	240-844-3600	
	info@pmbaonline.org	
15	National Association of Black Journalists (NABJ)	No
	1100 Knight Hall, Suite 3103	
	College Park, MD 20742	
	301-405-0248	
	nabjcareers.org/add-listing	
16	Public Media Journalists Association	No
	PO Box 838	
	Sturgis, SD 57785	
	605-490-3033	
	christine@pmja.org	
17	The Radio Television Digital News Association	No
	The National Press Building	
	529 14th Street, NW, Suite 1240	
	Washington, DC 20045	
	202-221-4282	
	membership@rtdna.org	
18	Society of Professional Journalist	No
	spj.org/jobs.asp	
19	Native American Journalists Association	No
	contact@naja.com	
20	Handshake	No
	Favorite schools	
	Adelphi University	
	Alfred University	
	Arcadia University	
	Binghamton University	
	Brandeis University	
	Canisius College	
	Carnegie Mellon University - CMU	
	Central State Univeristy	
	Clark Atlanta University	
	Clarkson University	
	Cornell University	

	Dickinson College	
	Drexel University	
	Florida Agricultural & Mechanical University	
	George Washington University	
	Hofstra University	
	Houghton College	
	Ithaca College	
	John Hopkins University	
	Langston University	
	Manhattan College	
	Mansfield University of Pennsylvania	
	Marywood University	
	Messiah University	
	Middlebury	
	Mississippi Valley State University	
	Nazareth College	
	North Carolina AT&T University	
	Pace University	
	Point Park University	
	Prarie View A&M University	
	Princeton University	
	Rice University	
	Seton Hill University	
	St. John's University-New York	
	St. Joseph's College	
	State University of New York at Oneonta	
	State University of New York at Plattsburgh	
	Stevenson University	
	Stony Brook University	
	SUNY Cortland Career Services	
	Syracuse University	
	Texas Southern University	
	The University of Scranton	
	University at Albany	
	University at Buffalo	
	University of Arkansas at Pine Bluff	
	University of Delaware	
	University of Pennsylvania	
	University of Pittsburgh	
	University of Rochester	
	University of Virginia	
	Ursinus College	
	Villanova University	
	Wellesley College	

21	INDEED	no
	on-line posting Indeed.com	

WSKG PUBLIC BROADCASTING

EEO Public File Report: WSKG-TV, WSKG-FM, WSQX-FM, Binghamton, NY

**Prong 3 Long-Term Recruitment Efforts
February 1, 2020 – January 31, 2021**

**Prepared by: E. Randall
Reviewed by: G. Catlin**

Last Update: January 31, 2021

	<u>Date</u>	<u>Initiative</u>	<u>Description</u>	<u>Scope of Involvement</u>	<u>Personnel Involved</u>
1	Ongoing	Training & Professional Development Initiative	Facilitate participation in training opportunities, both industry specific as well as general, to assist employees in acquiring skills that could qualify them for higher-level positions.	<ul style="list-style-type: none"> ● Bridging the Communications Gap in the Workplace, Jackie Stapleton, 12/11/20. ● How to Knock Your Grantmaker’s Socks Off, Nicole Kradjian, 7/21/20. ● Conversational Texting by CDP, Christopher DiRienzo, 7/21/20. ● State of the System Public Radio/TV Membership, Christopher DiRienzo, 7/21/20. ● Discovering and Engaging with Planned Giving Donors, Christopher DiRienzo, 7/21/20 ● Transforming the Work of Major Giving in Public Media, Christopher DiRienzo, 8/13/20. ● Dynamic Messaging for WSKG’s Gift Club members, Christopher DiRienzo, 8/20/20. ● How to Ask for 1 Million Dollars, Christopher DiRienzo, 8/26/20. ● Marketing Ideas for Planned Giving, Christopher DiRienzo, 8/26/20 ● How to Create a Mid-Level Donor Program, Christopher DiRienzo, 9/9/20. ● ATSC-3 Rollout webinar, Gary Talkiewicz, 1/13/21. ● PBS KIDS Rapid Innovation Lab, Nancy Coddington, 8/30/20. ● Workforce Effectiveness in a Remote Environment, Eva Randall, 9/29/20) 	All managers and supervisors, all employees
2	8/18/20 8/20/20	EEO and prevention discrimination Efforts	Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	<ul style="list-style-type: none"> ● Diversity training provided to all staff. Training provided by Courtney Consulting Enterprises, LLC. 	All employees
3	Ongoing	Participation in programs related to	Participation in at least four events or programs sponsored by educational institutions relating to	<ul style="list-style-type: none"> ● Hosted a Teacher Open House at our Ithaca office in partnership with Visit Ithaca and its annual Ithaca Loves Teachers Event. Presented on-site demonstrations of PBS LearningMedia and coached educators on the many classroom resources available from public media. (2/17/20) 	Jackie Stapleton (Director of Youth Focused Content) and Nancy Coddington (Director of Science Content)

		career opportunities	career opportunities in broadcasting	<ul style="list-style-type: none"> ● Hosted an engagement event at WSKG Studios featuring content and activities from the series <i>No Passport Required</i>. (2/20/20) ● Hosted a station tour with hand-on activities for local high school students interested in production career pathways. (3/12/20) ● Hosted a virtual engagement event featuring content and activities from the documentary <i>East Lake Meadows</i>. (4/27/20) ● Hosted a virtual engagement event featuring content and activities from the documentary <i>The Vote</i>. (6/30/20) ● Select and curate Learn at Home television programming for grades K-12 in response to the pandemic and forced school closings for three WSKG channels. (Spring 20-present) ● Host on-demand professional development sessions for informal education partners and school-based teachers surrounding the PBS American Portrait storytelling initiative. Guide community participation in this national project. (Spring 20-present) ● Hosted a virtual engagement event with activities based on POV's <i>Portraits and Dreams</i> - inspired classroom lessons that resulted in a long-term media art project and student exhibition. (9/21/20) ● Coached 100 high school students through Student Reporting Lab & Let's Talk About Election 2020 Youth Media Challenge. Edited, curated, published 78 pieces of student content on WSKG platforms leading up to the 2020 election. (Fall 2020) ● Launched WSKG's first-ever PBS Media Literacy Academy with an overview presentation and Q&A session with interested educators. This professional development session kicked off a six-month partnership with PBS and local school districts. (1/20/21) ● WSKG started a monthly science lecture series and continued it through the COVID 19 pandemic moving it online, reaching a diverse audience of around 600 people. Science Pub connects scientists and experts to our local community and beyond, reaching as far as Australia. Topics included genetics, mental health, Tick borne disease, ecology, science communication and skin. (2/10/20-1/21) ● WSKG partnered with the Whitney Point and the Union-Endicott School Districts to train teachers to work with students through the SciGirls curriculum. Through this multi-week intensive experience, girls engaged in a variety of STEM activities and connected with mentors working in STEM fields. (Feb-Apr 20) ● WSKG offered a month long Gene Workshop Series including a screening of <i>The Gene: An Intimate History</i>, sharing curriculum found on PBS LearningMedia, connecting local educators to guest scientists and the cutting edge research happening in their lab. Guest scientists included Dr. Heather Fiumers, Associate Professor of Biological Sciences from Binghamton University, and Dr. Chennan Li and Jenna Clingerman, researchers from the 	
--	--	----------------------	--------------------------------------	---	--

				Kasinski Cancer Genomics lab at Purdue University. 75 educators attended this series. (Jan 21)	
4	Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<p>WSKG filled the following positions:</p> <ul style="list-style-type: none"> ● News Internship <ul style="list-style-type: none"> ○ Cornell University (Fall 2020) ● Education Content Internship <ul style="list-style-type: none"> ○ Chenango Forks High School (Fall 2020) 	Gabe Altieri (News, Managing Editor), Jackie Stapleton (Education, Director)