

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

*Station Employment Unit*

## **Annual EEO Report**

*Placed in local Public File – February 1, 2013*

**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 period from **February 1, 2012 to and including January 31, 2013** (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, 2011 – January 31, 2012**

**Full-Time Vacancies:**

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Account Executive	4	Syracuse Post Standard		
		WCNY Website		
		Syracuse.com	4	Syracuse.com
		Internal Posting		
Producer/Director – Albany	4	Albany Times Union	3	
		WCNY Website		
		Internal Posting		
		Employee Referral	1	Employee referral
Director of Development	3	Syracuse Post Standard		Syracuse Post Standard
		WCNY Website		
		Syracuse.com	3	
		Internal Posting		
Editor	6			
		Post Standard	2	Syracuse Post Standard
		Syracuse.com	3	
		WCNY Website		
		Internal Posting		
			1	Outside referral

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Total Interviewees for each Position	Recruitment Source of Hire
Family Literacy Coordinator	5	Syracuse Post Standard	1	
		Syracuse.com	4	Syracuse.com
		WCNY Website		
		Internal Posting		
VP Development & Communications	6	Syracuse Post Standard	2	Syracuse Post Standard
		Syracuse.com	3	
		WCNY Website		
		Internal Posting		
			1	Outside Referral
Membership Coordinator	6	Syracuse Post Standard	2	
		Syracuse.com	3	Syracuse.com
		WCNY Website		
		Internal Posting	1	
Director of Underwriting	4	Syracuse Post Standard	2	
		Syracuse.com	1	Syracuse.com
		WCNY Website		
		Internal Posting	1	

## **Resource Agencies:**

Open positions are listed on the WCNY website and posted internally on a public bulletin board. In addition, notices of full-time job openings appear in the classified section of Syracuse area newspaper and Syracuse.com.

<b><u>Name/Title</u></b>	<b><u>Company</u></b>	<b><u>Address</u></b>	<b><u>Phone</u></b>	<b><u>e-mail</u></b>
Ky Harrison Account Executive Post Standard Media	Syracuse Post Standard	PO Box 4915 Syracuse, NY 13221	315-470-2040	kharrison@syracuse.com
Ky Harrison Account Executive Post Standard Media	Syracuse.com	PO Box 4915 Syracuse, NY 13221	315-470-2040	kharrison@syracuse.com
WCNY Website ( <a href="http://www.wcny.org">www.wcny.org</a> )	WCNY	506 Old Liverpool Rd. Liverpool, NY 13088	315-453-2424	<a href="mailto:hr@wcny.org">hr@wcny.org</a>
Pat Wojno	Albany Times Union		518-454-5393	pwojno@timesunion.com

## **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;
- providing assistance to 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, 2012 – January 31, 2013):**

#### **(I) 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, Summer, & Fall Semesters 2012.

Internships included 10 students. Interns may advance to part-time positions and will receive additional on-the-job training.

## **(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 program have included:

### **Advancement Department**

June 2011            Constituency management database software training for employees in Membership Department.

June 2011            Seminar in Austin, Texas – Content Management Training – how to effectively leverage the Convio Content Management system features to meet organization’s unique needs. Seminar also concentrated on how to promote and manage fundraising campaigns via single or multiple

December 2010      Volunteer Work Software training for one employee

### **Engineering Department:**

October 2012        Coolcentric Training

November 2012     UPS abd Gebset Training

Ongoing             Regular updates and training of all engineering technicians on television master control automation, server and other operations.

March 2010         Harry Goldberg and Steve White attended the Miranda user conference in Orlando, Florida.

April 2010         Harry Goldberg and Steve White attended the PBS Tech Con-PBS Conference for technical advancement in Las Vegas, Nevada.

April 2010         Harry Goldberg attended the NAB Conference – Television Technical Conference for technical advancement.

Finance Department:

March 2012	Debbie Dunham , receptionist, attended USPS/PCC Educational Seminar.
April 2012	Mindy Caporin, Controller, attended six (6) hours of a continuing education program; Managing Projects & Priorities.
November 2012	Mindy Caporin, Controller, attended six (6) hours of a continuing education program; How to Build Strategic Thinking Skills.
February 2012	Software use and preparation for training to prepare Corporation for Public Briadcasting SABS and SAS filings.
Ongoing	Departmental training on the use of Blackbaud Financial Accounting, Accounts receivable and Accounts Payable software.
Ongoing	Software use and preparation for department for CPB Annual Financial Report.
Ongoing	Departmental training on the configuration and use of ADP payroll software and GL interface processing.
Ongoing	Departmental training on office equipment such as postage meter, folding machine and office copier.

Human Resources Department:

December 2012	Trained staff and management on new payroll and time management/labor system.
February 2012	Attended ADP Payroll and Time Management System Benefit Implementation Training – Part I. Two members of Finance Department/payroll also attended this training.
Februray 2012	Attended ADP Payroll and Time Management System Benefit Implementation Training – Part II. Two members of Finance/Payroll Department also attended this training.
February 2012	Attended ADP Payroll and Time Management System Reporting – Part I. Two members of Finance/Payroll also attended this training.
February 2012	Attended ADP Payroll and Time Management System Reporting – Part II. Two members of Finance/Payroll also attended this training.
February 2012	Conducted a Supervisory ADP Payroll and Time Management review/acclimation training session.

### Underwriting Department:

- June 2011 IEG Webinar – Underwriting Team, one hour training on non-profit sponsorships
- October 2011 PBS Webinar - Underwriting Team one and half hour training on selling PBS sponsorships to Ad agencies.
- November 2011 Media Audit – Underwriting team – two hour training on new features of sales software.
- December 2011 IPAD training – Tristian Spears and Judy Fitzgerald training on downloading for IPAD.

### **(3) Participation in at least four events sponsored by community organizations involving broadcast employment/careers including conventions, career days, workshops, or similar activities.**

- (i) Director of Education and Community Outreach presented a session about public television services and career exploration possibilities at the NYS Education Media Technology Association’s spring conference.
- (ii) Director of Education and Community Outreach and Vice President of Broadcasting and Radio presented to approximately 8 Libyan journalists and their interpreters about American public broadcasting, careers, and public affairs coverage. Sponsored by the International Center of Syracuse.
- (iii) Director of News and Public Affairs participated in a media panel: How Entrepreneurs Should Deal with the media – sponsored by Entrepreneurs Organization.
- (iv) Director of Education and Community Service presented a presentation to the Near Westside Community On The Move Group about volunteer, internship, and career opportunities at WCNY.
- (v) WCNY participated in the New York State Fair.

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

- (i) April 2012– Director of Education and Community Outreach and Vice President, Broadcasting and Radio Operations presented to Fowler High School students; citizen journalism, some traditional journalism career information and tips for producing video interviews as part of the teacher Wall project.

(i)

(ii) May 2012 – Director of Education and Community Outreach and Vice President, Broadcasting and Radio Operations presented to Lincoln Middle School students; citizen journalism, traditional journalism career information and tip for producing video interviews as part of the Teacher Wall project,

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(ii)

(iii) April 2012 – Vice President, Broadcasting and Radio Operations served as a panelist at a Newhouse School at Syracuse University symposium focused on foundation-funded journalism and covering local news and public affairs in depth.

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(iii)

(iv) May 2012 - Director of Education and Community Outreach presented to Oswego Middle School students; citizen journalism, traditional journalism career information and tip for producing video interviews as part of the Teacher Wall project,

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(v)

(vi) May 2012 – Director of Education and Community Outreach presented to Hannibal High School students; citizen journalism, traditional journalism career information and tip for producing video interviews as part of the Teacher Wall project,

(iv)

(vii) May 2012 – Director of Education and Community Outreach and Vice President, Broadcasting and Radio Operations presented to Fayetteville Manlius High School students; citizen journalism, tips on journalistic interviews with students from Harlem Institute.

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(v)

(viii) June 2012 – Director of Education and Community Outreach presented to Proctor High School students; citizen journalism, traditional journalism career information and tips for producing video interviews as part of the Teacher Wall project.

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(ix)

(x) July 2012 – Director of Education and Community Outreach participated in a design charette with Pine Grove Middle School students regarding education tasks and roles at a broadcast station set within framework of brainstorming about the design of WCNY's new Education Center.

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(xi)

(xii) August 2012 - Director of Education and Community Outreach presented a workshop-like program at the Institute of Sound and Style, a Syracuse University Summer Program, about citizen journalism, traditional journalism, and career opportunities to urban, at-risk students.

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(xiv) August 2012– Director of Education and Community Outreach presented a half day workshop to St. John Fisher College Graduate Education students on educational resources and career opportunities at public television stations.

~~(xv)~~(xv) October 2012 - Director of Education and Community Outreach hosted LeMoyne College undergraduate students at WCNY that included a tour of the station and information session on career opportunities in the broadcast field.

(xvi) December 2012 – Director of Grants and Development attended the Huntington School Career Fair where she provided information on broadcast/journalism careers and internship possibilities at WCNY.

(xvii)  
~~(xviii)~~(xviii) January 2013– Vice President, Broadcasting and Radio Operations presented a workshop at Oswego High School on citizen journalism, TV job roles and responsibilities, and initiated a partnership with the school to produce interstitials for WCNY.

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