

**Annual EEO Public File Report**  
**Covering the Period from February 1, 2014 to January 31, 2015**  
**Station Employment Unit: WCFE-TV in Plattsburgh, NY**

Section 1: Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	Associate Producer/Editor	1/9/14	5/2/14	Craigslist	3	1
1	Director of Engineering	2/19/14	8/5/14	In-house posting	2	1
2	Corporate Marketing Representative	5/30/14 10/3/14	7/25/14 11/11/14	1-Craigslist 1-Word of Mouth	3 2	1 1
1	President & CEO	5/8/14	11/18/14	CPB	8	1
1	PT Segment Producer/Videographer	8/22/14	8/27/14	Craigslist	1	1
<b>TOTAL</b>					<b>19</b>	<b>6</b>

Recruitment Source and Interviewee Data for Filled Positions

	Full-time Positions Filled By Job Title	Sources used to publicize the opening ( # of interviewees)
1	Associate Producer/Editor	In-house posting MLPBS Website ETS Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont Media Match NYS Broadcasters Association Dept of Labor in NY/One WorkSource PBS Connect CPB Jobline ManPower Craig's List - 2 Word of mouth Unknown <a href="http://www.indeed.com">www.indeed.com</a> -1
2	Director of Engineering	In-house posting - 1 MLPBS Website - 1 ETS Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont Media Match NYS Broadcasters Association Dept of Labor in NY/One WorkSource

		PBS Connect CPB Jobline ManPower MediaMatch.com Craig's List Word of mouth Unknown
3	Corporate Marketing Representative	In-house posting MLPBS Website - 2 ETS Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont NYS Broadcasters Association Dept of Labor in NY/One WorkSource PBS Connect CPB Jobline ManPower Craig's List - 2 Word of mouth - 1 Unknown <a href="http://www.indeed.com">www.indeed.com</a>
4	President & CEO	In-house posting MLPBS Website ETS Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont NYS Broadcasters Association Dept of Labor in NY/One WorkSource PBS Connect CPB Jobline - 4 ManPower Craig's List Current.org - 3 Word of mouth <a href="http://www.indeed.com">www.indeed.com</a> Press Republican - 1 Unknown
5	Part Time Segment Producer/Video grapher	In-house posting MLPBS Website ETS Westaff Chamber of Commerce – Oppshop.org Department of Labor in Vermont NYS Broadcasters Association Dept of Labor in NY/One WorkSource PBS Connect CPB Jobline ManPower Craig's List - 1 Word of mouth Unknown <a href="http://www.indeed.com">www.indeed.com</a>

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Section 2: Recruitment Source Information

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	<b>Press Republican</b> 170 Margaret Street Plattsburgh, NY 12901	Classified Department  518-565-4105	1	
2	<b>ETS</b> 142 Boynton Avenue Plattsburgh, NY 12901	Several Contacts  518-562-4673		yes
3	<b>NYS Dept. of Labor (One Worksource)</b> 194 US Oval Plattsburgh, NY 12901	Sue Myers, Stacy Sousa  518-561-0430		yes
4	<b>Westaff</b> 307 W Bay Plaza Plattsburgh, NY 12901	Gary Wagoner  518-566-6061		yes
5	<b>North Country Chamber of Commerce</b> P.O. Box 310 (7061 Rt. 9) Plattsburgh, NY 12901	www.opppshop.org  518-563-1000		
6	<b>Mountain Lake PBS (website)</b> One Sesame Street Plattsburgh, NY 12901	www.mountainlake.org  518-563-9770	3	yes
7	<b>Connecticut Schools of Broadcasting</b> 377 Route 17 South Penthouse Hasbrouck Heights, NJ 07604	csbnewjersey@800tvradio.com  201-288-5800 (www.800tvradio.com)  or Tom DeFranco		
8	<b>In-House Posting/Staff Referral</b>		1	yes
9	<b>Learned about position from under writer</b>			

No.	Recruitment Source	Contact		Entitled to Notification
10	<b>NYS Broadcasters Association</b> 1805 Western Avenue, Albany, NY 12203	Sandy 518-456-8888		yes
11	<b>Applied for an earlier position</b>			
12	<b>Vermont Department of Labor</b> 63 Pearl Street Burlington, VT 05401-4331  Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Allison Richards 63 Pearl Street Burlington, VT 05401 802-652-0339		yes
13	<b>Job Fair</b>	Contacts are all different depending on who is running the Job Fair		
14	<b>ProductionHUB.com</b> 801 W. Fairbanks Avenue Winter Park, FL 32789	Tara 407-629-4122		
15	<b>Sent in blind submission</b>			
16	<b>Heard from an outside source/personal reference</b>			
17	<b>Previously interned @ the station</b>			
18	<b>PBS Connect Forum</b>	On-line form		
19	<b>Current</b> 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 <a href="mailto:Loreal@current.org">Loreal@current.org</a> or <a href="mailto:Behrens@current.org">Behrens@current.org</a> (Steve Behrens) <a href="mailto:classifieds@current.org">classifieds@current.org</a>	3	
20	<b>The Suburban - Montreal</b>	Contact is whoever picks up the phone		
21	<b>Craig's list.com</b>	On-line	5	
22	<b>CPB.org</b>	Website cpb.org (CPB Jobline)	4	
23	<b>No indication on cover letter</b>	N/A		
24	<b>Internet/Didn't specify website address</b>			
25	<b>Montreal Gazette</b>	On-line Classified Ad		
26	<b>CareerBuilder.com (Burlington Free Press)</b>	On-line Classified Ad		
27	<b>Seven Days</b>	Classified Department		
28	<b>Manpower Plattsburgh, NY</b>	Amy Marti 518-562-0062 <a href="mailto:Amy.marti@na.manpower.com">Amy.marti@na.manpower.com</a>		yes

No.	Recruitment Source	Contact		Entitled to Notification
29	Mediamatch.com	Online		
30	Unknown			
31	Word of Mouth	N/A	1	
32	Indeed.com	N/A	1	

	TOTAL:		19	
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Station(s) Comprising Station Employment Unit: WCFE-TV in Plattsburgh, NY

**Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE**

Station(s) Claiming Credit: Mountain Lake Public Telecommunications Council

**Activity # 1 – Participation in at least 4 Job Fairs**

1) Activity: Career Night  
Date: April 3, 2014  
Participating Employees Amy Recor  
Host/Sponsor of Activity: SUNY Plattsburgh

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment and volunteer opportunities. We collected 9 resumes and handed out business cards corresponding to the department internship job description they were interested in.

2) Activity: North Country Chamber of Commerce Annual Business Expo  
Date: June 5, 2014  
Participating Employees: Janine Scherline, Jennifer Kowalczyk, etc.  
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Development, Communication and Production staffers exhibited at the Annual Business Expo. The largest business-to-business show in northern New York with 180 booths on the floor, the Expo was the chance to make hundreds of new contacts, take advantage of show specials, and learn what our business has to offer the community. Our producers, faces of the station, also make appearances throughout the day.

3) Activity: Job Fair  
Date: September 24, 2014  
Participating Employees: Amy Recor  
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment, and internship opportunities. We collected 2 resumes and handed out business cards corresponding to the department internship and job description they were interested in.

4) Activity: Internship & Career Fair  
Date: October 16, 2014  
Participating Employees: Amy Recor  
Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Amy Recor had all unpaid department internship job descriptions available. The station handed out volunteer opportunities and internship opportunities. We collected 7 resumes and handed out business cards corresponding to the department internship they were interested in.

## **Activity # 2 – Training for Station Personnel**

Executive Assistant and Account Clerk attended the following workshops:

10/8/14 Northern Insuring Annual Fall Seminar on Benefits in Chazy, NY

Executive Assistant attended the following workshops:

4/9/14 North Country HR Consortium hosted workshop *Shifting HR from Reactive to Proactive*

6/11/14 North Country HR Consortium hosted workshop *2014 Annual HR Consortium Meeting: HR Outlook* in Plattsburgh, NY

## **Activity # 3 – Training on Equal Employment Opportunity and Anti-Discrimination**

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

Diversity Training – Bonnie Black from EAS came and provided a 2 hours Diversity Exercise Session to all employees at our Full Staff meeting on 8/5/2014. Staff completed questionnaires, conducted small group exercises and round table discussions.

## **Activity # 4 – Internship Program**

SUNY Plattsburgh Internship Program – Production, Development, Education and Communication departments took advantage of this internship program during 2014.

Concordia University Internship Program – Communications had an intern from 1/5/14 – 5/1/14.

NYSBA 2014 Internship Program – Mountain Lake PBS took advantage of this internship program. NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages.

## **Activity # 5 – Other activities with community organizations and schools**

### **Education Outreach Initiatives**

1. **Literacy and Science Outreach** - The education department has a large literacy and science outreach component. It provides literacy and early science strategies to area childcare providers, educators, parents and children. This program connects public television's quality research based programming with strategies to build on the programming through activities and story reading. All participants receive a free book to practice the strategies.

Mountain Lake PBS once again encouraged early elementary-aged students to stretch their creative wings by hosting the PBS KIDS Writers Contest. This educational campaign empowers kids to use their unique voices and build literacy skills by writing and illustrating their very own stories – and then entering the Mountain Lake PBS KIDS Writers Contest. Each child's participation is recognized with a certificate, and winning entries will be invited to a special celebration at the station, and have the chance to move on to the national competition. National winners will be recognized with a variety of prizes such as e-readers.

In addition to encouraging kids, the PBS KIDS Writers Contest helps families and teachers use creative writing as a literacy building skill. With the support of content and tools from PBS Learning Media and PBS Parents, this contest will tap into the support of those who matter most in kids' lives, parents and teachers, and help them encourage kids throughout our community to write, illustrate and enter.

2. Mountain Lake PBS provides the **PBS Learning Media** service to area schools and adult literacy programs. In conjunction with this service we offered workshops on integrating the free digital learning content into curriculum and instruction.

3. **SUNY Plattsburgh Professional Development Outreach** - trained approximately 200 pre-service teachers both undergraduate and graduate level on the resources that public television provides to educators (ie. PBS Teachers, PBS Learning Media and Author Visits)

4. Mountain Lake PBS instituted a **Martha Speaks Reading Buddies program** in 5 area schools and 10 classrooms. Through this program students learn vocabulary through watching a Martha Speaks episode and then participating in activities, journaling and reading a story that incorporates the target words. Through The Imagine Yourself Reading program the station provided the books and materials for this program.

5. Mountain Lake PBS also hosted events and partnered with community organizations on their events. Through these events we provide information about our programs and services but we also impacted the community by promoting other not for profit organizations and activities.