

WSKG PUBLIC BROADCASTING

**EEO Public File Report
Prong 3 Long-term Recruitment Initiatives
February 1, 2009 - January 31, 2010**

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Last Update: 01/28/10

Number	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	Ongoing	Establishment of training programs to assist employees in acquiring skills that could qualify them for higher level positions.	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.	Barb Snyder, Windows 7: Sneak Peek for IT Professionals (10/09); Barb Snyder, Hackerfest (10/09); Jeff Grubb, Hackerfest (10/09); Chris Wurth, 2009 PBS Technology Conference (4/09); Eric Adler, 2009 PBS Technology Conference (4/09); Ken Campbell, Public Radio News Directors Regional Training (5/09); Ken Campbell, Public Radio Program Director's Conference (9/09); Brian Sickora, PBMA Conference (6/09); Carol Young, Public Radio Development & Marketing Conference (7/09); Carol Young, Allegiance Software Advanced Fundraising Training (9/09); John Vasisko, Allegiance Software Advanced Fundraising Training (9/09); Jennifer Matoney, Public Radio News Director's Regional Training (5/09); Jackie Stapleton, Sensory Integration Workshop (7/09); Naomi Rupright, Coughlin & Gerhart Labor & Employment Seminar (10/09); Shirley Munson, Coughlin & Gerhart Labor & Employment Seminar (10/09)	All managers and supervisors, all employees
2	Ongoing	Establishment of an internship program designed to assist members of the community acquire skills needed for broadcast employment.	Internship positions - Teresa Peltier (5/09-8/09), Ava Rosenblatt (9/09-12/09)	Filled internship positions in conjunction with TV Programming & Production departments, and the Radio Department	Brian Frey, Director of TV Broadcast Operations, Ken Campbell, Radio Manager
3	June 2009	Provision of training to management-level personnel regarding ensuring equal employment opportunity.	Training seminar regarding employment law, recruiting, ADA, etc.	Attended by management-level employee with involvement in the recruiting process and substantial responsibility in the making of hiring decisions.	Naomi Rupright, Director of Finance & HR
4	Ongoing	Sponsorship of at least two events designed to inform and educate members of the public as to employment opportunities in broadcasting.	Station personnel present to local groups and provide information about the kinds of jobs that exist at WSKG and schooling/training necessary for these jobs.	Presentations to: a class of 5th-grade students (5/09), Elmira Rotary (5/09), Binghamton SERTOMA Club (6/09), Corning Rotary (4/09), Hillcrest Rotary (3/09), a class of Vestal High School students (2/09)	Greg Keeler, Sr. Radio Broadcast Specialist, Brian Sickora, President & CEO, Brian Frey, Dir. of TV Broadcast Operations
5	February 2009	Participation in programs designed to increase outreach generally.	Hosted Broome County Chamber's Business Leadership Institute (BLI).	Hosted BLI group as part of their Art's Appreciation Day, providing local professionals in various fields an opportunity to gain an in-depth understanding of what WSKG does and what employment opportunities are available at WSKG.	Brian Sickora, President & CEO, Caroline Basso, Dir., Dev. & Mktg, Brian Frey, Dir. of TV Broadcast Oper., Ken Campbell, Radio Manager, Erik Jensen, Dir. of Community Engagement