

WSKG PUBLIC BROADCASTING

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

**Prong 3 Long-Term Recruitment Efforts
February 1, 2017 – January 31, 2018**

**Prepared by: Jessica Brazeal
Reviewed by: Kim Pesko**

Last Update: January 29, 2018

	<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"> ● Media Manager Training Part 1: Do What You Do in Merlin/COVE in Media Manager, Stacey Mosteller, 1/25/17 ● Media Manager Training Part Part 2: New Functionality in Media Manager, Stacey Mosteller, 1/26/17 ● Compliance with CPB Requirements (an America's Public Television Stations webinar, watched on demand), Rebecca Vytlacil, 2/16/17 ● CPB Compliance: Frequent OIG Audit Findings and Basic Preparedness, Jessica Brazeal, 1/30/17 ● Annese Tech Education Series: Cyber security with HHK, Rebecca Vytlacil & Greg Catlin, 2/22/17 ● Integrating Geography in the K-6 Classroom, Jackie Stapleton, 2/24/17 ● Digital Citizenship Summit, Jackie Stapleton, 2/25/17 ● Fundraising and Your Organization... Michael Grasso, 3/2/17 ● An Update on Labor and Employment Laws in 2017 (HH&K), Rebecca Vytlacil, 3/29/17 ● New York State Maker Summit, Eric Adler, 3/24/17 ● Harmonic Tech Talk: Make Room for ATSC 3.0: An Introduction to the Encoding Technologies for the New Standard, Jennifer James, 4/12/17 ● National Volunteer Week Training Conference, Greg Keeler, 4/26/17 ● Digital Marketing Successes - Nine Stories, Jenniffer Efthymious, 4/26/17 ● Passport to Success - Neta, Jenniffer Efthymious, 2/16/17 ● Compliance with CPB Requirements (an America's Public Television Stations webinar, watched on demand), Jessica Brazeal, 2/17/17 ● 60 Days In - Where Are We Now? Labor & Employment Law Update 2017 (HH&K Seminar), Jessica Brazeal, 3/29/17 ● 2017 PBS Technology Conference, Eric Adler, 4/21/17 ● SBE Ennes Workshop @ NAB 2017, Eric Adler, 4/22/17 	All managers and supervisors, all employees

- Nautel User's Group 2017 NAB Meeting, Eric Adler, 4/23/17
- SciGirls Code Training, Natalie Shoemaker, 4/30/17
- NAB 2017 Gates Air Connect Event, Eric Adler, 4/23/17
- Diversity and Inclusion Training, Mark Saia, 4/4/17
- Diversity and Inclusion Training, Mark Saia, 4/5/17
- SciGirls CODE, Nancy Coddington, 4/30/17
- Droning On, Shane Johnson, 2/21/17
- CineSummit, Shane Johnson, 4/4/17
- Part 1: Do What You Do in Merlin/COVE in Media Manager, Shane Johnson, 2/1/17
- Part 2: New Functionality for Managing Video Through Media Manager, Shane Johnson, 2/2/17
- Digital program, Rebecca Potter, 5/9/17
- PBS Tech Con, Dave Fulton, 4/23/17
- Webinar Harmonic Tech Talk: Make Room for ATSC 3.0: An Introduction to the Encoding Technologies for the (Broadcasting) New Standard, Jennifer James, 4/12/17
- Rural Health Journalism Workshop, Bret Jaspers, 6/9/17
- Engaging Niche Audiences Through Digital Marketing, Nancy Coddington, 6/21/17
- PBS Digital Innovators Conference, Jackie Stapleton-Durham, 6/25/17
- HH&K Anti Fraud & Data Compromise Seminar, Rebecca Vytlicil, 6/15/17
- Fundraising Webinar: Using the Balance Credit Card Processing Report, Jenniffer Efthymious, 7/18/17
- Centralized Master Controls - Traffic Perspective, Jennifer James, 7/18/17
- Fundraising Webinar: Using the Balance Credit Card Processing Report, Michael Grasso, 7/18/17
- Measure the Money, Michael Grasso, 7/18/17
- PBS Annual Meeting, Michael Grasso, 5/18/17
- CSG Requirements and Resources, Nicole Kradjian, 9/7/17
- PRRO Conference, Charles Compton, 9/28/17

				<ul style="list-style-type: none"> ● What is NFFS?, Nicole Kradjian, 10/11/17 ● American Public Television Fall Marketplace 2017, Bailey Normann, 11/9/17 ● Webinar "Air Checks and Ad Verification with SnapStream", Jennifer James, 4/6/17 ● Webinar Harmonic Tech Talk: Make Room for ATSC 3.0, Jennifer James, 4/12/17 ● Webinar: Introduction to IP Networks, Jennifer James, 8/28/17 	
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2	Ongoing	General Outreach Efforts	Participation in general outreach efforts through job banks or internet programs	<ul style="list-style-type: none"> ● All available positions are posted to the following sources, which include (1) online job banks with a diverse audience; (2) the company website; (3) various community colleges and universities; and (4) local career placement enterprises: <ul style="list-style-type: none"> - WSKG.org - New York State Job Bank - Adult Career and Continuing Education Services-Vocational Rehabilitation - Community Options, Inc. - Economic Opportunity Program, Inc. - Elmira College - Ithaca College - Marywood University - SUNY Oneonta - Tompkins Cortland Community College 	
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3	Ongoing	Listing Upper-level Openings	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.	<p>WSKG posted the following openings in the online job listings at:</p> <ul style="list-style-type: none"> ● Director of Engineering <ul style="list-style-type: none"> - Binghamton Chamber of Commerce - Corporation for Public Broadcasting - Current - Greater Public Job Line - National Association of Broadcast Employees and Technicians–Communications Workers of America - National Education Telecommunications Association - NAACP (Broome-Tioga Chapter) - Public Media Business Association - Society of Broadcast Engineers ● Director of Finance <ul style="list-style-type: none"> - Corporation for Public Broadcasting - Greater Binghamton Chamber of Commerce 	
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4	Ongoing	Participating in programs relating to career opportunities	Participation in at least four events or programs relating to career opportunities sponsored by educational institutions.	<ul style="list-style-type: none"> ● WSKG partnered with Maine-Endwell School District as they hosted a Digital Citizenship Summit open to teachers, students, and the community. WSKG provided technical assistance so that all 14-component districts of Broome-Tioga BOCES could attend virtually and also facilitated a breakout session about media literacy. 02/25/2017 ● WSKG staff hosted 30 students from Tiger Ventures (Union-Endicott School District) during a daylong Production Bootcamp. Students rotated through Radio, TV, and Digital experiences learning about career pathways along the way. 05/17/2017 ● WSKG hosted a week long science institute at Union Endicott School for twenty-five 5th-8th grade students. During this week students participated in hands on science and engineering projects that were showcased at Binghamton University. Students learned about several different careers in science by engaging with role models and a visit to the SciCenter in Ithaca, NY. Role models shared their passion of biology and meteorology through engaging activities connecting their careers with relevant coursework. 07/24/2017-07/28/2017 ● SciGirls CODE project is engaging 16 girls at Jennie F. Snapp School learning how to code and create their own mobile applications, robotics and e-textiles. Girls interact with several role models relevant to hands on activities and coursework. This is a year long project taking place 2017-2018. ● N. Coddington was a keynote speaker at the 2017 NOYCE Conference at Ithaca College. Her workshop focused on the best public media resources to be used in the classroom or after school setting. ● B. Frey and B. Normann spoke with students at Chenango Valley High School on the process of filmmaking and the research involved in such projects. 01/10/2018 	<p>Nancy Coddington (Dir., Science Content, Services & Programming)</p> <p>Brian Frey (Director of Operations)</p> <p>Bailey Normann (TV Production Coordinator & Researcher)</p> <p>Natalie Shoemaker (Marketing & Digital Media Specialist)</p> <p>Jacqueline Stapleton (Dir., Youth Focused Content Development)</p>