

WSKG PUBLIC BROADCASTING

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

**Prong 3 Long-Term Recruitment Efforts
February 1, 2016 – January 31, 2017**

**Prepared by Jessica Brazeal
Last Update: 01/30/2017**

	<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"> • Employee Appraisals – Coaching for Accountability & Performance, Rebecca Vytlacil/Chris DiRienzo/Greg Keeler/Stacey Mosteller, 02/11/16 • Playing Politics: How to be a Change Agent and Get More Done at Work, Jacqueline Stapleton, 02/18/16 • Renewal and Sustainer Management, Shannon Hanrahan, 03/02/16 • Sustainer Reporting, Shannon Hanrahan, 04/19/16 • Workplace Safety and Active Shooter Training, Rebecca Vytlacil, 04/21/16 • PBS Passport Implementation & Training, Shannon Hanrahan, 05/11/16 • Exploring Entrepreneurial Opportunities for Your Non-Profit, Eric Adler, 06/16/16 • PRNDI Annual Conference, Charles Compton/Bret Jaspers, 06/25/16 • Dignity for all Students Act (DASA) Workshop, Jacqueline Stapleton, 07/16/16 • Voice Training with Marilyn Pittman, Sarah Gager, 07/27/16 • ProSocial: The Science of Working Better Together, Rebecca Vytlacil/Greg Keeler/Jessica Brazeal/Alexandra Rangel/Nancy Coddington, 08/17/16 • Source 2.0 Preview, Michael Grasso, 08/23/16 • MakerSpace Organizers Meeting – White House Office of Science & Technology Policy, Eric Adler, 08/24/16 • Managing Mental Health in the Workplace, Rebecca Vytlacil/Jessica Brazeal, 08/31/16 • Sustaining Community Partnerships, Michael Grasso, 09/23/16 • Your Money and the Department of Labor Fiduciary Rule, Rebecca Vytlacil/Chris DiRienzo/Jessica Brazeal, 11/09/16 • Brian Mann Reporting Workshop, Bret Jaspers, 12/06/16 • Feature News Reporting, Gabe Altieri, 12/06/16 • Global Maker Faire Producer Summit, Eric Adler, 01/22/16 	All managers and supervisors, all employees

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2	Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community acquire skills needed for broadcast employment.	<p>Filled the following internship positions:</p> <ul style="list-style-type: none"> • Digital Engagement Internship (Jessie Walker, Spring 2016) • Arts and Culture Internship (Michael Prentice, Summer 2016) • News Internship (Marguerite Jones, Spring 2016) (Travis Clines, Summer 2016) (Lauren Young, Fall 2016) • Board of Trustees Internship (Ashlee Prewitt, August 2016-July 2017) 	<p>Teresa Peltier (Director of Digital Strategy and Organizational Planning), Caroline Basso (Director of Development & Marketing), Michael Grasso (Assistant Director of Development Operations), Shannon Hanrahan (Major Gifts Officer)</p> <p>Alexandra Rangel (Director of Arts & Culture Content Development, TV Operations & Programming)</p> <p>Bret Jaspers (Managing Editor)</p> <p>Rebecca Vytlačil (HR Manager & Executive Assistant)</p>
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"> • President & CEO <ul style="list-style-type: none"> - Corporation for Public Broadcasting - Current (online and newsletter) - Greater Public Job Line - National Association of Broadcast Employees and Technicians-Communications Workers of America - National Education Telecommunications Association - PBS Connects - Public Media Business Association • Major Gifts Officer <ul style="list-style-type: none"> - Corporation for Public Broadcasting - Greater Public Job Line - National Association of Broadcast Employees and Technicians-Communications Workers of America 	

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				<ul style="list-style-type: none"> - National Education Telecommunications Association - PBS Connects - Public Media Business Association • Manager of Membership Operations <ul style="list-style-type: none"> - Corporation for Public Broadcasting - Greater Public Job Line - National Association of Broadcast Employees and Technicians– Communications Workers of America - National Education Telecommunications Association 	
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"> • J. Stapleton and A. Cartie co-presented with partners from Corning Painted Post School District's High School Learning Center to the Corning, NY Rotary. Featured overview of local American Graduate project including career exploration within media. 02/11/16 • WSKG staff hosted 15 students from Corning, NY during a day-long Production Bootcamp. Students rotated through Radio, TV, and Digital experiences learning about career pathways along the way. 03/15/16 • J. Stapleton and N. Coddington worked with SUNY Broome Communications Department to mentor students on crafting social media content and promotional plans. 03/24/16 • WSKG hosted a 'Teacher Open House' for Early Childhood Caregivers, K-12 educators, and home-school families. Staff provided on the spot PBS LearningMedia training and registration and worked with educators to gather support materials useful for their new school year. 08/29-30/16 • WSKG and the Art Mission Theater partnered to host the annual Rod Serling Film Festival. During this half-day event winning student filmmakers participated in a career pathways workshop. 10/16/16 • N. Coddington was keynote speaker at the Teacher Resource Day event hosted by the Paleontological Research Institution Museum of the Earth. 10/01/16 • Students and mentors from Downsville Central School District visited WSKG Studios for a media makers field trip. Groups rotated through Radio, TV, and Digital experiences learning about career pathways and media opportunities along the way. 12/02/16 	<p>Annie Cartie (Youth Media Coordinator)</p> <p>Nancy Coddington (Dir., Science Content, Services & Programming)</p> <p>Charles Compton (Dir., News & Public Affairs Content Development)</p> <p>Jacqueline Stapleton (Dir., Youth Focused Content Development)</p>