

**WSKG PUBLIC BROADCASTING**

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

**Prong 3 Long-Term Recruitment Efforts  
February 1, 2018 – January 31, 2019**

**Prepared by: J. Brazeal  
Reviewed by: G. Catlin**

**Last Update: January 31, 2019**

	<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"> <li>● Introduction to Financial Accounting, the Financial Statements &amp; the Balance Sheet - University of Virginia, Jessica Brazeal, 3/5/18</li> <li>● Introduction to Recording Transactions - University of Virginia, Jessica Brazeal, 3/12/18</li> <li>● The Income Statement, Revenue &amp; Expense Transactions, &amp; Adjusting Entries - University of Virginia, Jessica Brazeal, 3/19/18</li> <li>● PBS Digital: Voltage, Phil Westcott, 4/24/18</li> <li>● Create High-Performance Email That Boosts Fundraising Results, Jennifer Efthymious, 5/30/18</li> <li>● Social Media Ethics, Sarah Gager, 10/18/18</li> <li>● Team Building &amp; Networking - Broome Leadership Institute, Jackie Stapleton, 9/21/18</li> <li>● Community Development Work Around Agriculture - Broome Leadership Institute, Jackie Stapleton, 10/4/18</li> <li>● Local Community Issues - Broome Leadership Institute, Jackie Stapleton, 11/1/18</li> <li>● American Public Television Fall Marketplace, Stacey Mosteller, 11/7/18</li> <li>● NERFA (Northeast Regional Folk Alliance), Crystal Sarakas, 11/10/18</li> <li>● Local Education &amp; Recreation Issues - Broome Leadership Institute, Jackie Stapleton, 11/15/18</li> <li>● Human Services &amp; Diversity - Broome Leadership Institute, Jackie Stapleton, 11/29/18</li> <li>● Business &amp; Industry - Broome Leadership Institute, Jackie Stapleton, 12/6/18</li> <li>● Government &amp; Broome County History - Broome Leadership Institute, Jackie Stapleton, 12/20/18</li> <li>● Ethics - Broome Leadership Institute, Jackie Stapleton, 1/3/19</li> </ul>	All managers and supervisors, all employees

				<ul style="list-style-type: none"> <li>Arts in the Community - Broome Leadership Institute, Jackie Stapleton, 1/17/19</li> </ul>	
2	Ongoing	General Outreach Efforts	Participation in general outreach efforts through job banks or internet programs	<ul style="list-style-type: none"> <li>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"> <li>- WSKG.org</li> <li>- New York State Job Bank</li> <li>- Adult Career and Continuing Education Services-Vocational Rehabilitation</li> <li>- Community Options, Inc.</li> <li>- Economic Opportunity Program, Inc.</li> <li>- Elmira College</li> <li>- Ithaca College</li> <li>- Marywood University</li> <li>- SUNY Oneonta</li> <li>- Tompkins Cortland Community College</li> </ul> </li> </ul>	N/A
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 opening in the online job listings at:</p> <ul style="list-style-type: none"> <li>Director of Development &amp; Marketing <ul style="list-style-type: none"> <li>- Greater Binghamton Chamber of Commerce</li> <li>- Corporation for Public Broadcasting</li> <li>- Current</li> <li>- National Education Telecommunications Association</li> </ul> </li> </ul>	N/A
4	Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community acquire skills needed for broadcast employment	<p>WSKG filled the following positions:</p> <ul style="list-style-type: none"> <li>News Internship <ul style="list-style-type: none"> <li>o Jillian Forstadt, Binghamton University (Fall 2018)</li> <li>o Cole Harrington, SUNY Broome (Fall 2018)</li> </ul> </li> </ul>	Charles Compton (Director of News and Public Affairs Content), Monica Sandrezcki (Managing Editor), Gabe Altieri (Host/Reporter)