

WSKG PUBLIC BROADCASTING

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

**Prong 3 Long-Term Recruitment Efforts
February 1, 2019 – January 31, 2020**

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Last Update: January 31, 2020

	<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"> • Governing Today: Surviving and Managing the Pitfalls of Board Service, Jackie Stapleton, 3/7/19 • YoPro Regional Workshop, Bailey Normann, 2/15/19 • You Aren't in the Radio (or TV) business anymore, Rebecca Potter, 5/7/19 • PBS Technology Conference, Eric Adler, 4/5/19 • Launching NextGen Broadcast: An SBE Tutorial, Eric Adler 4/6/19 • PBS YoPro Conference, Alyssa Micha, 2/15/19 • New Strategies Program, Global Social Enterprise Initiative, Greg Catlin, 5/8/19 • New Strategies Program, Global Social Enterprise Initiative, Alyssa Micha, 5/15/19 • LinkedIn Learning Composition Text and Video in After Effects, Alyssa Micha, 5/17/19 • American Public Television Fall Marketplace, Bailey Normann, 11/11/19 • NERFA (Northeast Regional Folk Alliance), Crystal Kocher, 11/10/19 • Global Social Enterprise Initiative: New Strategies Program, Greg Catlin, 5/8/19 • Global Social Enterprise Initiative: New Strategies Program, Nancy Coddington, 10/11/19 	All managers and supervisors, all employees
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. 	N/A

				<ul style="list-style-type: none"> - Elmira College - Indeed - Ithaca College - Marywood University - SUNY-Oneonta - Tompkins Cortland Community College - Twitter 	
3	Ongoing	Participation in programs related to career opportunities	Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting	<ul style="list-style-type: none"> - WSKG and the Rod Serling Memorial Foundation partnered to host the annual Rod Serling Film Festival. During this half-day event winning student filmmakers participated in a career pathways workshop. - Students and mentors from Newark Valley School District, Chenango Valley School District, Broome-Tioga BOCES West Learning Center 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. A total of 95 students and 15 mentors participated. - WSKG partnered with Cornell University to co-teach a Science Communications course for Engineering students. This was part of the PBS NewsHour Student Reporting Labs initiative. - WSKG partnered with Cornell University to co-teach a Science Communications course for Engineering students. This was part of the PBS NewsHour Student Reporting Labs initiative. - WSKG partnered with Whitney Point School District and Union-Endicott School Districts to train teachers to work with students through the SciGirls curriculum. Through this multi-week intensive experience, girls engaged in a variety of STEM activities and connected with mentors working in STEM fields. - WSKG partnered with 25 students in a Digital Citizenship course at Maine-Endwell High School. These students participated in both the crafting of a WSKG-led Twitter chat and responded during the live discussion. This provided students with real-world experience of a national education discussion via a public media digital platform. The topics covered all revolved around Digital Citizenship issues. 	Jackie Stapleton (Director of Youth Focused Content) and Nancy Coddington (Director of Science Content)
4	Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community to acquire skills needed for broadcast employment	<p>WSKG filled the following positions:</p> <ul style="list-style-type: none"> ● News Internship <ul style="list-style-type: none"> ○ Ithaca College (Fall 2019) ○ Covenant College (Summer 2019) ● Science Internship <ul style="list-style-type: none"> ○ Binghamton University (Fall 2019) ● Television Production Internship <ul style="list-style-type: none"> ○ Ithaca College (Fall 2019) 	Gabe Altieri (News, Managing Editor), Sarah Gager (News, Host/Reporter), Nancy Coddington (Director of Science Content), Brian Frey (Director of Operations), Bailey Normann (TV Production Coordinator & Researcher)