

WSKG PUBLIC BROADCASTING

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

EEO Requirements for Recruitment Sources used for vacancies

February 1, 2021 - January 31, 2022

Prong 1

Prepared by: E. Randall

Reviewed by: G. Catlin

Last Update: 1/4/2022

Source #	Source information (including applicable posting and contact information)	Entitled to notification
1	WSKG Website	Yes
2	WSKG Internal Posting	Yes
3	ACCES-VR	No
	Adult Career and Continuing Education Services-Vocational Rehabilitation	
	Ashley.paciello@nysed.gov	
	NOTE: Previously entitled to notification. Contact process stopped working. No response was received to communication seeking updates.	
4	AMFMJobs.com	No
	Broadcast Employment Services	
	PO Box 4116	
	Oceanside, CA 92052	
5	Broome County Urban League	No
	Jennifer Lesko, CEO	
	43 Carroll Street	
	Binghamton, NY 13901	
	607-723-7303	
	jlesko@bcul.org	
6	Broome-Tioga Workforce NY	Yes
	Attn: Bill Fowler	
	171 Front Street	
	Binghamton, NY 13905	
	607-778-2226	
	btworks@labor.state.ny.us	

7	Community Options, Inc.	Yes
	182-184 State Street	
	Binghamton, NY 13901	
	607-722-5971	
	Jill.LoVuolo@comop.org	
8	Corporation for Public Broadcasting	No
	Attn: Deborah Carr	
	401 Ninth Street, NW	
	Washington, DC 20004-2129	
	202-879-9600	
	http://stations.cpb.org/jobline	
9	Economic Opportunity Program, Inc.	Yes
	Attn: Anita Lewis	
	650 Baldwin Street	
	Elmira, NY 14901	
	607-734-6174 x201	
	alewis@cseop.org	
10	Elmira College	Yes
	Attn: Julie Fielding	
	Office of Counseling and Career Services	
	One Park Place	
	Elmira, NY 14901	
	607-735-1832	
	eccareers@elmira.edu	
11	Family Enrichment Network	No
	Mary DiFulvio, HR Director	
	24 Cherry Street	
	Johnson City, NY 13790	
	607-723-8313	
	mdifulvio@familyenrichment.cc	
12	Greater Public Job Line	No
	PO Box 303279	
	Austin, TX 78703-0055	
	800-454-2314	
	http://greaterpublic.org/job-line	
13	NABET-CWA Local #26	No
	Attn: John Ziller	
	PO Box 5	

	Vestal, NY 13850	
14	PMBA (Public Media Business Association) 1300 Piccard Drive, Suite LL14 Rockville, MD 20850 240-844-3600 info@pmbaonline.org	No
15	National Association of Black Journalists (NABJ) 1100 Knight Hall, Suite 3103 College Park, MD 20742 301-405-0248 nabjcareers.org/add-listing	No
16	Public Media Journalists Association PO Box 838 Sturgis, SD 57785 605-490-3033 christine@pmja.org	No
17	The Radio Television Digital News Association The National Press Building 529 14th Street, NW, Suite 1240 Washington, DC 20045 202-221-4282 membership@rtdna.org	No
18	Society of Professional Journalist spj.org/jobs.asp	No
19	Native American Journalists Association contact@naja.com	No
20	Handshake Favorite schools	No
21	INDEED on-line posting Indeed.com	no
22	Native American Journalists Association contact@naja.com	No
23	Linkedin	No
24	Twitter	No

25	Facebook	No
26	Current	No
	jobs.current.org	
27	The Assoc. of LGBTQ Journalists	No
	info@nlqja.org	
28	Journalism Jobs	No
	journalismjobs.com	
29	National Association of Hispanic Journalists	No
	nahjcareers.org	
30	Internal Posting/Promotion	No

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Prong 2										
Prepared by: Eva Randall										
Updated:										
Opened 12/15/2020 Filled 2/6/2021			Opened 5/11/21 Filled 6/14/21		Opened 8/5/21 Filled 10/27/21		Opened 8/24/21 Filled 12/13/21		Opened 7/19/21 Filled 1/4/22	
Digital Projects Coordinator			Promotions Assistant		News Director		Acctng/Admin Asst		Underwriting Prod & Sales Support Assoc.	
Source #	Total Interviewed	Hired	Total Interviewed	Hired	Total Interviewed	Hired	Total Interviewed	Hired	Total Interviewed	Hired
1	1	0	1	0	0	0	1	0	3	1
2	0	0	0	0	0	0	1	1	0	0
3	0	0	NOT USED		NOT USED		NOT USED		NOT USED	
4	0	0	0	0	0	0	NOT USED		NOT USED	
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	NOT USED		NOT USED	
9	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	NOT USED		0	0
13	0	0	0	0	0	0	0	0	0	0
14	0	0	NOT USED		0	0	NOT USED		0	0
15	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
16	0	0	NOT USED		0	0	NOT USED		NOT USED	
17	0	0	NOT USED		0	0	NOT USED		NOT USED	
18	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
20	0	0	0	0	NOT USED		NOT USED		NOT USED	
21	5	1	3	0	0	0	1	0	1	0
22	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
23	NOT USED		2	1	0	0	NOT USED		0	0
24	NOT USED		0	0	0	0	0	0	0	0
25	NOT USED		0	0	0	0	0	0	0	0
26	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
27	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
28	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
29	NOT USED		NOT USED		0	0	NOT USED		NOT USED	
30	0	0	0	0	1	1	0	0	0	0

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**Prong 3 Long-Term Recruitment Efforts
February 1, 2021 – January 31, 2022**

**Prepared by: E. Randall
Reviewed by: G. Catlin**

Last Update: January 10, 2022

	<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"> • NETA Education and Thought Leader Forum, Nancy Coddington, 2/3/21 • ENI: Total Wellbeing for a Better Human Experience, Eva Randall, 2/23/21 • Virtual Recruiting and Onboarding, Eva Randall, 3/2/21 • Recent Developments in Workplace Substance Abuse, Eva Randall, 3/16/21 • PBS Media Literacy Academy, Jackie Stapleton, 5/25/21 • Advanced After Effects Training, Alyssa Micha, 11/19/21 • Report for America/Corporation for Public Broadcasting Audio Skills, Megan Zerez, 10/28/21 • Google Analytics for Nonprofits, JR Rudolph, 12/2/21 • Email Fundraising Optimization, JR Rudolph, 7/16/21 • A/B Testing & Optimization, JR Rudolph, 7/12/21 • 15 Invaluable Laws of Growth. JR Rudolph, 8/11/21 • Public Media’s Role in Supporting Youth Storytelling: How Your Station Can leverage PBS NewsHour Student Report Labs, JR Rudolph, 9/28/21 • YoPro Talks: Set Your Sales to the Wind, JR Rudolph, 12/4/21 • PBS KIDS Self-Paced Learning: Document Learning with Elinor Wonders Why, Jackie Stapleton, 12/6/21 • PBS KIDS Self-Paced Learning: Teaching with Media and Wild Kratts, Jackie Stapleton, 11/15/21 • PBS KIDS Self-Paced Learning: Tech with Informational Text, Jackie Stapleton, 11/15/21 	All managers and supervisors, all employees
2	Ongoing	EEO and prevention discrimination Efforts	Provision of training to management level personnel as to methods of ensuring equal employment opportunity	<ul style="list-style-type: none"> • Diversity Recruiting Training. Training provided by HSCT Publishing, LLC. • AAJA 2021 Conference (Asian American Journalists Association), Megan Zerex, 8/24/21 • Public Media’s Role in Advancing Diversity and Inclusion in Programming and Production, JR Rudolph, 7/15/21 	All Managers and Employees

			and preventing discrimination	<ul style="list-style-type: none"> • Diversity, Equity and Inclusion in the Workplace, Eva Randall, 6/21/21 	
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"> • Hosted a virtual screening of American Portrait, a national PBS project. Local high school student Cassidy Nowick (Chenango Forks High School) co-produced the screening and served as a panelist. (2/16/21) • Virtual screening and q&a session with local K-12 students around WSKG's Student Writing Challenge featuring guest experts.(9/21/21) • Rod Serling Film Festival Virtual screening and q&a session with local K-12 students around WSKG's Rod Serling Film Festival featuring student content and guest experts. (10/16/21) • Worked with Oneonta, NY high school students to fine-tune and edit an originally produced podcast for publication on WSKG platforms. Part of the Student Podcast Challenge. (10/21/21) • Provided ongoing virtual tours and coaching to local educators and students about careers in media and media literacy as requested. (2/21-1/22) • WSKG collaborated with Catskill Regional Teacher Center to offer STEM professional development for educators using a 'badging' system. Teachers will go through self paced courses using PBS and WSKG created assets to further their digital STEM knowledge. On completion of the courses, the educators will receive a digital badge connected to the course. The first course will focus on <i>The Gene: An Intimate History</i>. (6/21) • Trained 180 educators from across the country to use PBS KIDS Hero Elementary resources and assets in their virtual after school programs. This K-2 school readiness STEM program is designed to engage families and kids in observing, predicting, and testing theories through media, games and hands-on activities. (2-12/21) • Hosted two SciGirls STEM gender equity workshops for 100 educators across New York State in partnership with NYS Network for Youth Success. The workshops focused on best practices when working with girls in STEM, diversity, inclusion and facilitating difficult conversations.(4/21) • WSKG along with three other PBS stations presented earth science resources to the National Association of Geoscience Teachers. Ms. Coddington presented WSKG's work on the 'Critical Zone' media created in partnership with the Paleontological Research Institute and NSF. (4/21) • WSKG hosted 'Daring to Dig: Women in Paleontology' - a Women in STEM panel in partnership with the Museum of the Earth. This Live-streamed event featured four eminent paleontologists sharing their successes and challenges they have encountered during their careers inspiring the next generation of scientists. This event was geared towards 	Jackie Stapleton (Director of Youth Focused Content) and Nancy Coddington (Director of Science Content)

				<p>middle and high school girls, their families and teachers reaching 2,800 people across 18 countries. (10/21)</p> <ul style="list-style-type: none"> • WSKG held a virtual screening in collaboration with WXXI and the New York State Department of Environmental Conservation on a newly released documentary on invasive species. 'Uninvited: The Spread of Invasive Species' educates the public on invasive threats to New York. Guests included New York: DEC Forest Health Diagnostic Lab Coordinator Jess Cancelliere, Ag & Markets Division of Plant Industry Coordinator Chris Logue, and filmmaker Steve Powers. They shared which invasive species are having a large impact on ecosystems and the economy and what New York State is doing to help.(11/21) • Hosted virtual engagement Ready Jet Go! afterschool program highlighting STEM activities with second grade students from Union Endicott schools. • Students and their families participated in a week-long program focused on science concepts. Role models and mentors were incorporated into the program including NASA Astronaut Doug Wheelock who shared stories of inspiration and what it is like living and working in space.(Spring 21) • Worked with PBS KIDS to design a network wide family engagement kit using PBS KIDS resources highlighting STEAM activities. Twenty stations across the PBS network were awarded STEAM Kit supplies to distribute to families in their coverage areas. (Spring-Summer 21) • WSKG hosts a digital monthly science lecture series, Science Pub, connecting scientists and experts to our local and global communities. Topics included genetics, mental health, Science of Art, DNA of a Race Horse, Ecology and Fire Science. Educators share these virtual events with students to participate in. WSKG has reached approximately 6,500 people with the Science Pub series.(2/21-1/22) • WSKG launched a <i>Women in STEM</i> media campaign highlighting both local and national women in STEM based careers. Thirty women were featured in Spring of '21 showcasing their careers, challenges and inspiring the next generation of scientists. (Spring-Summer 21) • WSKG partnered with the Whitney Point and the 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.(9/21-1/22) 	
4	Ongoing	Internship Initiative	Continuation of an internship program designed to assist members of the community to acquire	<p>WSKG filled the following positions:</p> <ul style="list-style-type: none"> • Science Internship <ul style="list-style-type: none"> ◦ Binghamton University (Fall 2021) • News Internship <ul style="list-style-type: none"> ◦ Binghamton University (Fall 2021) 	Gabe Altieri/Sarah Gager (News, Managing Editor), Jackie Stapleton (Education, Director), Nancy Coddington (Science, Director)

			skills needed for broadcast employment	<ul style="list-style-type: none">• Education Content Internship<ul style="list-style-type: none">○ Chenango Forks High School (Spring 2021)○ Ithaca College (Summer 2021)	
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