

Annual EEO Public File Report Form

Mountain Lake Public Telecommunications Council

[Call Sign - WCFE]

Annual EEO Public File Report

The purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station(s): [WCFE and Communities of License] and is required to be placed in the public inspection files of these stations, and posted on their websites, if they have websites.

The information contained in this Report covers the time period beginning February 1, 2017 to and including January 31, 2018 (the “Applicable Period”).

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station(s) comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment source(s) utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in the aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled “Full-time Positions for Which This Source Was Utilized” refer to the number of the full-time job positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed “filled” not when the offer was extended but when the hiree accepted the job offer. A person was deemed “interviewed” whether he or she was interviewed in person, over the telephone or by e-mail.

Filename: Annual EEO Public File Report

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL
(Mountain Lake PBS) Call Letters (WCFE-TV in Plattsburgh, NY)
EEO PUBLIC FILE REPORT & POST ON THE WEBSITE
Covering Period - February 1, 2017 – January 31, 2018
Full-Time Positions Filled

<u>Full-Time Position</u>	<u>Position Title</u>	<u>Date Open</u>	<u>Date Filled</u>	<u>Recruitment Source(s) utilized to fill the vacancy (including organizations entitled to notification)*</u>	<u>Number Interviewed</u>	<u>Number Hired</u>
1	President/CEO and General Manager	02/01/17	03/01/17	In-House Posting	4	1
TOTAL					4	1

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	Press Republican 170 Margaret Street Plattsburgh, NY 12901	Classified Department 518-565-4105		
2	ETS 142 Boynton Avenue Plattsburgh, NY 12901	Several Contacts 518-562-4673		yes
3	NYS Dept. of Labor (One Worksource) 194 US Oval Plattsburgh, NY 12901	518-561-0430		yes
4	Westaff 307 W Bay Plaza Plattsburgh, NY 12901	518-566-6061		yes
5	North Country Chamber of Commerce P.O. Box 310 (7061 Rt. 9) Plattsburgh, NY 12901	www.oppshop.org 518-563-1000		
6	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901	www.mountainlake.org 518-563-9770		yes
7	Connecticut Schools of Broadcasting 377 Route 17 South Penthouse Hasbrouck Heights, NJ 07604	csbnewjersey@800tvradio.com 201-288-5800 (www.800tvradio.com) or Tom DeFranco		
8	In-House Posting/Staff Referral		1	yes
9	Learned about position from underwriter			
10	NYS Broadcasters Association 1805 Western Avenue, Albany, NY 12203	http://nysbroadcasters.org/job-database/		yes
11	Applied for an earlier position			

12	Vermont Department of Labor 63 Pearl Street Burlington, VT 05401-4331 Vermont Job Link – when ad goes through VT Dept. of Labor, it will also go to VT Job Link	Allison Richards 63 Pearl Street Burlington, VT 05401 802-652-0339		yes
13	Job Fair	Contacts are all different depending on who is running the Job Fair		
14	ProductionHUB.com 801 W. Fairbanks Avenue Winter Park, FL 32789	407-629-4122		
15	Sent in blind submission			
16	Heard from an outside source/personal reference			
17	Previously interned @ the station			
18	PBS Connect Forum	On-line form		
19	Current 6930 Carroll Avenue, Suite 350 Tacoma Park, MD 20912	Fax: 301-270-7241 Loreal@current.org or Behrens@current.org (Steve Behrens) classifieds@current.org		
20	The Suburban - Montreal	Contact is whoever picks up the phone		
21	Craig's list.com	On-line		
22	CPB.org	Website cpb.org (CPB Jobline)		
23	No indication on cover letter	N/A		
24	Internet/Didn't specify website address			
25	Montreal Gazette	On-line Classified Ad		
26	CareerBuilder.com (Burlington Free Press)	On-line Classified Ad		
27	Seven Days	Classified Department		
28	Manpower Plattsburgh, NY	518-562-0062		yes
29	Mediamatch.com	Online		
30	Unknown		3	
31	Word of Mouth	N/A		
32	Indeed.com	N/A		
33	Adirondack Nonprofit Network	info@adkfoundation.org		
	TOTAL:		4	

Appendix 1
 Annual EEO Public File Report Form
 Covering the Period from February 1, 2017 to January 31, 2018
 Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]

Section 1: Vacancy Information

	Full-time Positions Filled By Job Title	Recruitment Source of Hiree	Total Number of Interviewees from All Sources for This Position
1	President/CEO and General Manager	In-House Posting	4
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period: **4**

	Full-time Positions Filled By Job Title	Sources used to publicize the opening (# of interviewees)
1	President/CEO and General Manager	In-house posting - 1 MLPBS Website ETS Westaff Chamber of Commerce – Oppshop.org Vermont Department of Labor NYS Broadcasters Association Dept of Labor in NY/One WorkSource CPB Jobline Manpower Plattsburgh, NY Unknown – 3 Adirondack Nonprofit Network
2		

Appendix 2 (Page 1 of 2)

Annual EEO Public File Report Form
 Covering the Period from February 1, 2017 to January 31, 2018
 Station(s) Comprising Station Employment Unit: [WCFE-TV in Plattsburgh, NY]
 Section 2: Recruitment Source Information

	Recruitment Source (Name, Address, Telephone Number, Contact Person)	Total Number of Interviewees This Source Has Provided During This Period (If Any)	Full-time Positions for Which This Source Was Utilized & For What Job Opening
A	Press Republican		
B	ETS		
C	One Work Source -NYS Dept. of Labor		
D	Westaff		
E	MLPBS Website		
F	Chamber-oppshop.org		
G	Career Fair		
H	In-house posting	1	President/CEO and General Manager
I	ProductionHUB		
J	Learned from an underwriter		
K	America' Job Bank.com		
L	Wyeth		
M	Conn. School of Broadcasting		
N	Resources Unlimited		
O	NYS Broadcasters Assoc.		
P	Staff Referral		
Q	Blind Submission		
R	Personal Reference		
S	Previously interned @ the station		
T	PBS Connect Forum		
U	Current		
V	The Suburban		
W	Craigslist.com		
X	NETA		
Y	Memsys Listserv		
Z	Monster.com		
AA	CPB.org		
BB	Chronicle of Philanthropy		
CC	When asked they could not remember what website they had found		

	ad on		
DD	No indication in cover ltr		
EE	Applied for earlier position		
FF	Internet/didn't specify web address		
GG	WGBH Workshop		
HH	Montreal Gazette		
II	Unknown	3	President/CEO and General Manager
JJ	CareerBuilder.com (Burlington Free Press)		
KK	Seven Days		
LL	JobBoard.com		
MM	Word of Mouth		
NN	SUNY Job Fair		
OO	Vermont Department of Labor		
PP	Tvjobs.com		
QQ	Mediamatch.com		
RR	Indeed.com		

Appendix 3

Annual EEO Public File Report Form

Covering the Period from February 1, 2017 to January 31, 2018

Station(s) Comprising Station Employment Unit: WCFE- TV in Plattsburgh, NY

Section 3: Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken by WCFE

Station(s) Claiming Credit: Mountain Lake Public Telecommunications Council

Activity # 1 – Participation of three Job Fairs

- 1) Activity: Now to Next Career Fair
- Date: March 29, 2017
- Participating Employees: Elena Groethe
- Host/Sponsor of Activity: SUNY Plattsburgh

Brief Description of Activity and Station Participation: Elena Groethe had all unpaid department internship job descriptions available. The station handed out volunteer opportunities, applications for employment and volunteer opportunities. She collected resumes and handed out business cards corresponding to the department internship job description they were interested in.

2) Activity: North Country Chamber of Commerce Annual Business Expo

Date: June 8, 2017

Participating Employees: Beth Davis, Kevin Cooney, Thom Hallock, Bill McColgan

Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Underwriting Sales, Development, Communication and Production staff members exhibited at the Annual Business Expo. The largest business-to-business show in northern New York with 180 booths on the floor, the Expo was the chance to make hundreds of new contacts, take advantage of show specials, and learn what our business has to offer the community. Our producers, faces of the station, also make appearances throughout the day.

3) Activity: Internship & Career Fair

Date: October 18, 2017

Participating Employees: Logan Brody

Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Logan Brody had all unpaid department internship job descriptions, and the paid NYSBA internship description, available. The station handed out volunteer opportunities and internship opportunities. She collected resumes and handed out business cards corresponding to the department internship they were interested in.

Activity # 2 – Training for Station Personnel

President & CEO attended the following:

PBS New General Manager Orientation – 10/16/17 (Arlington, VA)

Annual CPB/PBS General Managers' Strategy Meeting – 10/17/17 – 10/18/17 (Arlington, VA)

Director of Donor Engagement and Partnership Development attended:

Certified Fundraising Executive Seminar – Association of Fundraising Professionals – 03/24/17 (Montreal, QC)

Le Code Quebec – les 7 differences qui font de nous un people unique au monde – Jacques Nantel, Association of Fundraising Professionals – 04-26-17 (Montreal, QC)

AFP Conference: Donor Retention Isn't Speed Dating – Association of Fundraising Professionals – 07/04/17 (Montreal, QC)

Accepting Gifts from Pablo Escobar and Other Ethical Dilemmas – Association of Fundraising Professionals Quebec, Robbe Healey – 11/01/17 (Montreal, QC)

Planned Giving for Small Shops – CAGP, Paul Nazareth – 11/08/17 (Montreal, QC)

Activity # 3 –Training on Equal Employment Opportunity and Anti-Discrimination

Employee Assistance Services (EAS) – All employees are eligible to use the services that EAS has to offer. A quarterly newsletter goes out to each employee. If there is any type of supervisory training that is offered by EAS, it is encouraged that managers attend. If there are other training opportunities at EAS, staff is encouraged to attend.

Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – Production, Development, and Communication departments took advantage of this internship program during 2017-2018 school year.

NYSBA 2017 Internship Program – Mountain Lake PBS took advantage of this internship program. NYSBA Internship Program is an on-the-job-training program that employers can be reimbursed for wages.

Activity # 5 – Other activities with community organizations and schools

Education Outreach Initiatives

1. **Literacy and Science Outreach** - The education department has a large literacy and science outreach component. It provides literacy and early science strategies to area childcare providers, educators, parents and children. This program connects public television’s quality research based programming with strategies to build on the programming through activities and story reading. All participants receive a free book to practice the strategies.
2. Mountain Lake PBS provides the **PBS Learning Media** service to area schools and adult literacy programs. In conjunction with this service we offered workshops on integrating the free digital learning content into curriculum and instruction.
4. Mountain Lake PBS instituted a **Martha Speaks Reading Buddies program** in 1 new classroom. Through this program students learn vocabulary through watching a Martha Speaks episode and then participating in activities, journaling and reading a story that incorporates the target words. The station provided the books and materials for, “The Imagine Yourself Reading Program”.
5. Mountain Lake PBS also hosted events and partnered with community organizations on their events. Through these events we provide information about our programs and services but we also impacted the community by promoting other not for profit organizations and activities.
6. Mountain Lake PBS hosted multiple student groups including scouting troops, to high school media classes, and recent high school graduates, to discuss careers in media and broadcasting.