

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, 2018 to and including January 31, 2019 (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, 2018 – January 31, 2019
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	Account Representative	05/25/18	09/18/18	Unknown	1	1
TOTAL					1	1

No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1	NYS Dept. of Labor - One Worksource 194 US Oval Plattsburgh, NY 12901	518-561-0430 Ext. 3028 Melissa Baretsky		yes
2	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901	518-563-9770 www.mountainlake.org		yes
3	In-House Posting/Staff Referral			yes
4	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203	518-456-8888 Carolyn M. Jung		yes
5	Vermont Department of Labor – Vermont Job Link 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	802-652-0368 Ann Carnell		yes
6	Craigslist.com	www.craigslist.com		
7	Corporation for Public Broadcasting – CPBJobline 401 9 th street NW Washington, DC 20004	202-879-9600 www.cpb.org/jobline		yes
8	Unknown		1	
9	Indeed.com			
10	United States Dept. of Labor - National Labor Exchange U.S Jobs 9002 Purdue Road, Suite 100, Indianapolis, IN 46268 200 Constitution Avenue NW, Washington, DC 20210 *National Labor Exchange U.S. Jobs – when ad goes through US Dept. of Labor, it will also go to National Labor Exchange U.S. Jobs	www.veterans.gov https://us.jobs/postajobpartner.asp?partner=dolvets		
	TOTAL:		1	

Appendix 1
 Annual EEO Public File Report Form
 Covering the Period from February 1, 2018 to January 31, 2019
 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	Account Representative	Unknown	1
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period: **1**

	Full-time Positions Filled by Job Title	Sources used to publicize the opening (# of interviewees)
1	Account Representative	NYS Dept. of Labor - One Worksource MLPBS Website In-house posting NYS Broadcasters Association Vermont Department of Labor - Vermont Joblink Craigslist.com Corporation for Public Broadcasting - CPBJobline Unknown – 1 Indeed.com United States Dept. of Labor - National Labor Exchange U.S Jobs
2		

Appendix 2 (Page 1 of 2)
Annual EEO Public File Report Form
Covering the Period from February 1, 2018 to January 31, 2019
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	NYS Dept. of Labor - One Worksource 194 US Oval Plattsburgh, NY 12901 518-561-0430 Ext. 3028 Melissa Baretsky		Account Representative
B	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901 518-563-9770 www.mountainlake.org		Account Representative
C	In-House Posting/Staff Referral		Account Representative
D	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 518-456-8888 Carolyn M. Jung		Account Representative
E	Vermont Department of Labor – Vermont Job Link 63 Pearl Street Burlington, VT 05401-4331 802-652-0368 Ann Carnell		Account Representative
F	Craigslist.com		Account Representative
G	Corporation for Public Broadcasting – CPBJobline 401 9 th street NW Washington, DC 20004 202-879-9600 www.cpb.org/jobline		Account Representative
H	Unknown	1	Account Representative
I	Indeed.com		Account Representative

J	United States Dept. of Labor - National Labor Exchange U.S Jobs 9002 Purdue Road, Suite 100, Indianapolis, IN 46268 www.veterans.gov 200 Constitution Avenue NW, Washington, DC 20210 https://us.jobs/postajobpartner.asp?partner=dolvets		Account Representative
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TOTAL:

1

1

Appendix 3
Annual EEO Public File Report Form
Covering the Period from February 1, 2018 to January 31, 2019
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 Five Job Fairs

1) Activity: Take the Transition Trek Conference

Date: March 13, 2018

Participating Employees: Bill McColgan

Host/Sponsor of Activity: SUNY Plattsburgh / The Clinton and Essex Transition Interagency Councils

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

2) Activity: CCC Career Exposition

Date: March 26, 2018

Participating Employees: Logan Brody

Host/Sponsor of Activity: SUNY Clinton Community College Career Services

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

3) Activity: Now to Next Career Fair

Date: March 28, 2018

Participating Employees: Logan Brody

Host/Sponsor of Activity: SUNY Plattsburgh Career Development Center

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

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

Date: June 7, 2018

Participating Employees: Beth Davis, Kevin Cooney, Thom Hallock, Jennifer Kowalczyk

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.

5) Activity: Internship & Career Fair

Date: October 17, 2018

Participating Employees: Beth Davis, Jennifer Kowalczyk

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

Brief Description of Activity and Station Participation: Beth Davis and Jennifer Kowalczyk had all unpaid department internship job descriptions available. The station handed out volunteer opportunities and applications for employment. They collected resumes and handed out business cards corresponding to the department internship job description participants were interested in.

Activity # 2 – Training for Station Personnel

President & CEO attended the following:

PBS General Manager Planning Meeting – 5/7/18 (New Orleans, LA)

PBS Annual Meeting – 5/7 - 5/9/18 (New Orleans, LA)

Director of Programming and On-Air Fundraising attended the following:

sIX Webinar for Programmers – 4/30/18 (Online)

PBS Annual Meeting – 5/7 - 5/9/18 (New Orleans, LA)

PBS Brand Refresh Webinar – 5/18/18 (Online)

Director of Engagement and Marketing attended the following:

Digital Immersion Project 2018-19 – 9/13/18 - 9/15/18 (St Louis, MO)

*One-year program of remote trainings and mentorship, plus in-person trainings.

Associate Producer / Creative Specialist attended the following:

PBS Digital Production Workshop – 4/24/18 – 4/25/18 (Troy, NY)

Digital Marketing Specialist attended the following:

PBS Digital Production Workshop – 4/24/18 – 4/25/18 (Troy, NY)

Bookkeeper attended the following:

CPB, AFR & Introduction to Reports Webinar - 10/18 (Online)

All Personnel

NAVEX Online Harassment Prevention Training (Online)

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 Marketing departments took advantage of this internship program during 2018-2019 school year.

NYSBA 2018 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.

Colgate University Internship Program – The Production department took advantage of this internship program during 2018-2019 school year.

Vista Program Internship Program – The Engagement and Marketing department took advantage of this internship program during the 2018-2019 school year.

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 continued a **Martha Speaks Reading Buddies program** in local classrooms. 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.