

Annual EEO Public File Report Form

Mountain Lake Public Telecommunications Council [Call Sign - WCFE]

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, 2023 to and including January 31, 2024 (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 “FT POSITIONS HIRED FROM THIS SOURCE” 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.

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL**(Mountain Lake PBS — WCFE-TV in Plattsburgh, NY)****EEO PUBLIC FILE REPORT — Reporting Period February 1, 2023 – January 31, 2024****Full-Time Positions Filled**

FT POSITION	TITLE	OPEN	FILLED	RECRUITMENT SOURCE OF HIRE	INTERVIEWED	HIRED
1	Educational Production Specialist	1/04/23	2/13/23	Indeed	2	1
1	Director of Development	4/12/23	10/05/23	Indeed	4	1
TOTAL:					6	2

	RECRUITMENT SOURCE	CONTACT	TOTAL INTERVIEWED	ENTITLED TO NOTIFICATION
1	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901	518-563-9770 mountainlake.org	1	yes
2	NYS Department of Labor 194 US Oval Plattsburgh, NY 12901	518-561-0430 Ext. 3028 Melissa Baretsky Melissa.baretsky@labor.ny.gov		yes
3	In-House Posting/Staff Referral			yes
4	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203	518-456-8888 Nora Kipp nkipp@nysbroadcasters.org		yes
5	Vermont Department of Labor – Vermont Job Link 63 Pearl Street Burlington, VT 05401-4331	802-652-0368 Ann Carnell 802-863-7676 General Line		yes
6	Corporation for Public Broadcasting – CPB Jobline 401 9th ST NW Washington, DC 20004	202-879-9600 www.cpb.org/jobline		yes
7	Indeed	Indeed.com	5	
8	United States Dept. of Labor - National Labor Exchange 9002 Purdue Road, Suite 100, Indianapolis, IN 46268 200 Constitution Avenue NW, Washington, DC 20210	usnlx.com/ veterans.gov		
9	Idealist	Idealist.org		
TOTAL:			6	

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL**(Mountain Lake PBS — WCFE-TV in Plattsburgh, NY)****EEO PUBLIC FILE REPORT — Reporting Period February 1, 2023 – January 31, 2024****Appendix 1 — Vacancy Information**

FT POSITIONS FILLED BY TITLE		RECRUITMENT SOURCE OF HIREE	TOTAL INTERVIEWS FROM ALL RECRUITMENT SOURCES
1	Educational Production Specialist	Indeed	2
2	Director of Development	Indeed	4
TOTAL INTERVIEWS:			6

FT POSITION FILLED BY TITLE	SOURCES USED TO PUBLICIZE OPENING (# OF INTERVIEWEES)
1 Educational Production Specialist	<ul style="list-style-type: none">• MLPBS Website - 1• NYS Department of Labor• In-House Posting/Staff Referral• NYS Broadcasters Association• Vermont Department of Labor - Vermont Joblink• Corporation for Public Broadcasting - CPB Jobline• Indeed.com - 1• United States Dept. of Labor - National Labor Exchange U.S Jobs
2 Director of Development	<ul style="list-style-type: none">• MLPBS Website• NYS Department of Labor• In-House Posting/Staff Referral• NYS Broadcasters Association• Vermont Department of Labor - Vermont Joblink• Corporation for Public Broadcasting - CPB Jobline• Indeed.com - 4• United States Dept. of Labor - National Labor Exchange U.S Jobs• Idealist.org

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL**(Mountain Lake PBS — WCFE-TV in Plattsburgh, NY)****EEO PUBLIC FILE REPORT — Reporting Period February 1, 2023 – January 31, 2024****Appendix 2 — Recruitment Source Information**

	RECRUITMENT SOURCE (CONTACT, ADDRESS, PHONE)	NUMBER OF INTERVIEWEES FROM SOURCE	FT POSITIONS HIRED FROM SOURCE
A	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901 518-563-9770 www.mountainlake.org	1	1 - Educational Production Specialist
B	NYS Department of Labor 194 US Oval Plattsburgh, NY 12901 518-561-0430 Ext. 3028 Melissa Baretsky		
C	In-House Posting/Staff Referral		
D	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 518-456-8888 Nora Kipp		
E	Vermont Department of Labor – Vermont Job Link 63 Pearl Street Burlington, VT 05401-4331 Ann Carnell: 802-652-0368 General Line: 802-863-7676		
F	Corporation for Public Broadcasting – CPB Jobline 401 9 th street NW Washington, DC 20004 202-879-9600 www.cpb.org/jobline		
G	Indeed Indeed.com	5	1 - Director of Development
H	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://usnlx.com/		
I	Idealist Idealist.org		

TOTAL:

6

MOUNTAIN LAKE PUBLIC TELECOMMUNICATIONS COUNCIL

(Mountain Lake PBS — WCFE-TV in Plattsburgh, NY)

EEO PUBLIC FILE REPORT — Reporting Period February 1, 2023 – January 31, 2024

Appendix 3 — Supplemental (Non-Vacancy Specific) Recruitment Activities Undertaken

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

73.2080 (c) (2) Engage in at least four (if the station employment unit has more than ten full-time employees and is not located in a smaller market) or two (if it has five to ten full-time employees and/or is located entirely in a smaller market) of the following initiatives during each two-year period beginning with the date stations in the station employment unit are required to file renewal applications, or the second, fourth or sixth anniversaries of that date.

73.2080 (c) (2) (i) Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions

1. Activity: SUNY Plattsburgh Career Fair 2023
Date: 3/30/2023
Description: Distributed information on public media careers, MLPBS volunteer and employment opportunities, and descriptions for internships. Resumes were collected and participants were guided through the process of selecting and applying to specific internship tracks.
Participating Employees: Logan Brody
Host/Sponsor of Activity: SUNY Plattsburgh Career Development Center
2. Activity: North Country Regional Virtual Career Fair
Date: 1/17/2024
Description: Maria Smith distributed information about all open full-time MLPBS employment opportunities, including Corporate Support Representative and Director of Engineering and Technical Services roles. Resumes were collected and potential applicants were directed to information regarding the hiring process.
Participating Employees: Maria Smith
Host/Sponsor of Activity: New York State Department of Labor

73.2080 (c) (2) (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting:

1. Activity: Peru Middle School Career Fair
Date: 3/23/2023
Description: Rasheed Trombley distributed information on public media careers and internships, MLPBS volunteer and employment opportunities, and offered a hands-on activity giving students experience with camera equipment and broadcast.
Participating Employees: Rasheed Trombley
Host/Sponsor of Activity: Peru Central School District
2. Activity: ADK Career Connect Regional Career Fair
Date: 5/11/2023
Description: The ADK Career Connect offers students in grades 9-12 and SUNY Plattsburgh seniors the opportunity to meet local employers and agencies representing all 16 career clusters. This event

provided interactive career exploration experiences, as well as job seeking opportunities. Logan Brody and Rasheed Trombley distributed information on public media careers and internships, and MLPBS volunteer and employment opportunities. A hands-on activity giving students experience with camera equipment and broadcast techniques was offered.

Participating Employees: Logan Brody, Rasheed Trombley

Host/Sponsor of Activity: CV-TEC, Champlain Valley Educational Services

3. Activity: Saranac Middle School Career Fair

Date: 5/23/2023

Description: Julie Canepa and Rasheed Trombley distributed information on public media careers and internships, MLPBS volunteer and employment opportunities, and offered a hands-on activity giving students experience with camera equipment and broadcast.

Participating Employees: Julie Canepa, Rasheed Trombley

Host/Sponsor of Activity: Saranac Central School District

73.2080 (c) (2) (viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions

- President & CEO attended:
 - Digital Transformation Program Closing Sessions – 2/14/23-2/16/23 (Online)
 - NETA Webinar: Cyber Protection: The Security Issue of Our Time – 2/23/23, 3/23/23 (Online)
 - NETA Webinar: CEO Forum Series: Future of Education – 3/9/23 (Online)
 - Future of Public Media, Newspapers and News – 5/11/23 (Online)
 - PBS General Managers Meeting – 5/15/23 (San Diego, California)
 - 2023 PBS Annual Meeting – 5/15/23-5/17/23 (San Diego, California)
 - 2023 NETA Conference & CPB Public Media Thought Leader Forum – 9/11/23-9/13/23
 - PBS Annual Meeting: Virtual Breakout Session - Strategies for Success: Building Effective Classroom Content on PBS LearningMedia – 10/26/23 (Online)
- Director of Programming and On-Air Fundraising attended:
 - Digital Transformation Program Closing Sessions – 2/14/23-2/16/23 (Online)
 - Canadian Online Streaming Act Webinar – 3/17/23 (Online)
 - Welcome to the Planning Portal Webinar – 4/25/23 (Online)
 - Hulu+ Live Information Webinar – 5/9/23 (Online)
 - Audience Insights 2022 - Insights and Findings – 7/18/23 (Online)
 - Let's Talk About September Pledge – 9/19/23 (Online)
 - GMP's Underwriting Refresher Webinar – 10/18/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts – 10/24/23-10/26/23 (Online)
 - Summer 2023 Hot Switching Experiment Results Webinar – 11/9/23 (Online)
 - Let's Talk About March Pledge – 12/14/23 (Online)
- Director of Development attended:
 - 2023 Integrated Membership Series: Giving Tuesday – 9/28/23 (Online)
 - GMP Webinar: Underwriting Refresher – 10/18/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts - Digital Fundraising Networking Session – 10/24/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts - "Mystery Donor" Online Fundraising Audit Results and Campaign Tips – 10/24/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts - Unlocking Audience Value through Shared Digital Infrastructure – 10/24/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts - The Changing Reality of Public Media Fundraising: An Interactive Discussion – 10/25/23 (Online)
 - 2023 NETA Conference & CPB Public Media Thought Leader Forum – 9/11/23-9/13/23 (Online)

- CDP National Virtual Events Pilot Webinar – 10/13/23 (Online)
 - Allegiance CRM Training – 12/27/23-12/29/23 (Online)
- Director of Engagement and Marketing attended:
 - Digital Transformation Program Closing Sessions – 2/14/23-2/16/23 (Online)
 - CPB Compliance and OIG Findings Webinar – 04/26/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts – 10/24/23-10/26/23 (Online)
- Education Coordinator attended:
 - NETA Webinar: Public Media, Music Copyrights, and You – 2/2/23 (Online)
 - PBS Standards and Best Practices Webinar – 2/16/23 (Online)
 - Education PLC Meet-up: Building Relationships With Teachers – 3/1/23 (Online)
 - Career Pathways for Youth: Promising Approaches – 3/30/23 (Online)
 - Education PLC Meet-Up: Family Engagement in Community Spaces – 4/12/23 (Online)
 - CPB Compliance and OIG Findings Webinar – 4/26/23 (Online)
 - Sesame Street in Communities: Supporting Families Facing Addiction – 5/9/23 (Online)
 - PBS LearningMedia: Creating Accessible Documents – 5/11/23 (Online)
 - PBS LearningMedia: Developing Cross-Curricular Resources – 6/15/23 (Online)
 - PBS KIDS Brand Training Session - 8/17/23 (Online)
 - 2023 NETA Conference & CPB Public Media Thought Leader Forum – 9/11/23-9/14/23 (Grand Rapids, Michigan)
 - PBS LearningMedia: Mature Content Guidelines Update – 10/12/23 (Online)
 - Planning for Greenlighting on PBS LearningMedia – 12/18/23 (Online)
- Educational Production Specialist attended:
 - PBS LearningMedia: How to Make Your Content Sparkle in the CMS – 3/23/23 (Online)
- Production and Engagement Specialist attended the following:
 - Remote Pilot Drone Certification – 4/17/23 (Burlington, VT)
- Development Assistant attended:
 - Public Media Giving Days Webinar – 2/16/23 (Online)
 - Ensuring a Successful Major Gifts Mindset CSPI Webinar – 2/28/23 (Online)
 - Q4 State of the System Webinar – 3/28/23 (Online)
 - Fundraising: Border Station Sharing Session – 3/30/23 (Online)
 - Getting Ready for Public Media Giving Days – 4/6/23 (Online)
 - Back to the Feature - Passport, MVault, and the User Experience 2023 – 6/7/23 (Online)
 - Leveraging National Estate Planning Awareness Week: Simple Steps to Take Now That Will Guarantee Results – 6/13/23 (Online)
 - Back to the Feature - What to Watch? PBS's New Recommendation Engine from Foundation to Future – 6/14/23 (Online)
 - Back to the Feature - SEO 101: How to Get Your Station Started on Search – 6/28/23 (Online)
 - Back to the Feature - The Future Is Now: Emerging Tech with PBS's Innovations Team – 7/19/23 (Online)
 - Best Practices: Curate Your Ideal Prospect List with WealthEngine – 7/27/23 (Online)
 - 2023 Digitizing Hidden Collections: Amplifying Unheard Voices Applicant Webinar – 9/14/23 (Online)
 - 2023 Integrated Membership Series: Giving Tuesday – 9/28/23 (Online)
 - PBS Annual Meeting: Virtual Breakouts – 10/24/23-10/26/23 (Online)
- All Personnel attended:
 - EVERFI Online Harassment & Bias Prevention Training (Online)

73.2080 (c) (2) (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination:

1. Activity: Employee Assistance Services Program
Date: Distributed quarterly, 2/1/2023-1/31/2024

Description: All employees are eligible to use the services offered by Employee Assistance Services (EAS). A quarterly newsletter is delivered to each employee. MLPBS managers are encouraged to attend supervisory trainings offered by EAS. If there are other training opportunities at EAS, staff are encouraged to attend.

Participating Employees: All management level employees; All non-management level employees

Host/Sponsor of Activity: Behavioral Health Services North, Employee Assistance Services Program

2. Activity: EVERFI Online Harassment & Bias Prevention Training (Online)

Date: 4/18/2023-9/30/2023

Description: All management level personnel attended the online EVERFI Online Harassment & Bias Prevention Training

Participating Employees: All management level employees

Host/Sponsor of Activity: Corporation for Public Broadcasting

73.2080 (c) (2) (v) Establishment of an internship program designed to assist members in the community to acquire skills needed for broadcast employment:

1. Activity: NYSBA 2023 Internship Program

Date: 4/11/2023-9/14/2023

Description: Mountain Lake PBS hosted two full-time, paid interns. The NYSBA Internship Program is an on-the-job-training program where employers can be reimbursed for wages.

Participating Employees: Logan Brody, Thom Hallock, Paul Larson, Natalia Quinones, Christian Grotto

Host/Sponsor of Activity: Mountain Lake PBS; New York State Broadcasters Association

2. Activity: Multimedia Educational Production 2023 Internship Program

Date: 2/13/2023-1/31/2024

Description: This station-directed internship program is an on-the-job-training program for interns learning to produce original content for broadcast and digital platforms. Mountain Lake PBS hosted one part-time paid internship position.

Participating Employees: Logan Brody, Jennifer Kowalczyk, Alexandra Van Cott

Host/Sponsor of Activity: Mountain Lake PBS

73.2080 (c) (2) (xi) Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting:

1. Activity: Peer and Professional Review Workshop - Beyond the Peaks Student Film Festival

Date: 3/15/2023

Description: Beyond the Peaks Student Film Festival student participants joined a workshop with their peers and mediamaking professionals for a review session of their in-progress film submission. Reviewers included Paul Frederick, Katsitsionni Fox, Cameron Audia, and Michael Hansen.

Participating Employees: Logan Brody, Jennifer Kowalczyk, Michael Hansen, Julie Capena

Host/Sponsor of Activity: Mountain Lake PBS

Funders: Adirondack Foundation; Lake Placid Institute for the Arts and Humanities; Adirondack for Kids Foundation

2. Activity: Station Tour, Bolton Landing Homeschool Group

Date: 4/4/2023

Description: Mountain Lake PBS offers guided tours of the station's production studio facilities to learners of all ages from the Adirondacks, Champlain Valley, and Montréal. Private and school group

tours include meet and greet sessions with staff members and hands-on experiences showcasing career pathways in television, broadcasting and media.

Participating Employees: Logan Brody, Jennifer Kowalczyk, Rasheed Trombley, Thom Hallock

Host/Sponsor of Activity: Mountain Lake PBS

3. Activity: Station Tour, Plattsburgh Home School Group

Date: 4/17/2023

Description: Mountain Lake PBS offers guided tours of the station's production studio facilities to learners of all ages from the Adirondacks, Champlain Valley, and Montréal. Private and school group tours include meet and greet sessions with staff members and hands-on experiences showcasing career pathways in television, broadcasting and media.

Participating Employees: Logan Brody, Jennifer Kowalczyk, Rasheed Trombley, Julie Canepa

Host/Sponsor of Activity: Mountain Lake PBS

4. Activity: Filmmaking 101 Virtual Workshop Series: Session 1, Pre-production - Beyond the Peaks Student Film Festival

Date: 11/29/2023

Description: The first session in a 2-part series of free "Filmmaking 101" virtual workshops. Led by filmmaking professionals, students from across NYS learned pre-production techniques and storytelling best practices during this one-hour session. The workshop culminated in a Q&A with filmmakers, providing students with the opportunity to enhance their skills while meeting peers and professionals from across the region.

Participating Employees: Logan Brody

Host/Sponsor of Activity: Mountain Lake PBS

Funders: Adirondack Foundation; Lake Placid Institute for the Arts and Humanities; Statewide Community Regrant Program, Adirondack Lakes Center for the Arts

5. Activity: Filmmaking 101 Virtual Workshop Series: Session 2, Production & Post-Production - Beyond the Peaks Student Film Festival

Date: 12/13/2023

Description: The second session in a 2-part series of free "Filmmaking 101" virtual workshops. Led by a filmmaking and public media professional, students from across NYS learned production and post-production techniques and best practices during this one-hour session. The workshop culminated in a Q&A with a Mountain Lake PBS editor/producer, providing students with the opportunity to enhance their skills while meeting peers and a professional from across the region.

Participating Employees: Logan Brody, Michael Hansen

Host/Sponsor of Activity: Mountain Lake PBS

Funders: Adirondack Foundation; Lake Placid Institute for the Arts and Humanities; Statewide Community Regrant Program, Adirondack Lakes Center for the Arts