

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, 2019 to and including January 31, 2020 (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, 2019 – January 31, 2020
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	Broadcast Operations Technician	02/12/18	02/18/19	Unknown	3	1
TOTAL					3	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	1	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		2	
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		
11	Connecticut Schools of Broadcasting 611 Route 46 West, Hasbrouck Heights, NJ 07604	201-288-7900 Erica Fierstein		
12	The Society of Broadcast Engineers 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260	317-846-9000 http://www.sbe.org/		
	TOTAL:		3	

Appendix 1
 Annual EEO Public File Report Form
 Covering the Period from February 1, 2019 to January 31, 2020
 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	Broadcast Operations Technician	Unknown	3
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period: **3**

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

Appendix 2
Annual EEO Public File Report Form
Covering the Period from February 1, 2019 to January 31, 2020
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		Broadcast Operations Technician
B	Mountain Lake PBS (website) One Sesame Street Plattsburgh, NY 12901 518-563-9770 www.mountainlake.org	1	Broadcast Operations Technician
C	In-House Posting/Staff Referral		Broadcast Operations Technician
D	NYS Broadcasters Association 1805 Western Avenue Albany, NY 12203 518-456-8888 Carolyn M. Jung		Broadcast Operations Technician
E	Vermont Department of Labor – Vermont Job Link 63 Pearl Street Burlington, VT 05401-4331 802-652-0368 Ann Carnell		Broadcast Operations Technician
F	Craigslist.com		Broadcast Operations Technician
G	Corporation for Public Broadcasting – CPBJobline 401 9 th street NW Washington, DC 20004 202-879-9600 www.cpb.org/jobline		Broadcast Operations Technician
H	Unknown	2	Broadcast Operations Technician
I	Indeed.com		Broadcast Operations Technician

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		Broadcast Operations Technician
K	Connecticut Schools of Broadcasting 611 Route 46 West, Hasbrouck Heights, NJ 07604		Broadcast Operations Technician
L	The Society of Broadcast Engineers 9102 North Meridian Street, Suite 150, Indianapolis, IN 46260		Broadcast Operations Technician
TOTAL:		3	1

Appendix 3
Annual EEO Public File Report Form
Covering the Period from February 1, 2019 to January 31, 2020
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 Four Job Fairs

1) Activity: Now to Next Career Fair
Date: March 27, 2019
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.

2) Activity: CCC Career Exposition
Date: April 1, 2019
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: North Country Chamber of Commerce Annual Business Expo
Date: June 6, 2019
Participating Employees: Beth Davis, Thom Hallock, Jimmy McCartney, 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.

4) Activity: Internship & Career Fair
Date: October 23, 2019
Participating Employees: Jimmy McCartney
Host/Sponsor of Activity: SUNY Plattsburgh School of Business & Economics

Brief Description of Activity and Station Participation: Jimmy McCartney 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.

Activity # 2 – Training for Station Personnel

President & CEO attended the following:

PBS General Manager Planning Meeting – 5/29/19 (Nashville, TN)
PBS Annual Meeting – 5/29 - 5/31/19 (Nashville, TN)
Assoc. of Public Broadcasting Stations of NY Board Retreat – 6/3 - 6/4/19 (Geneva, NY)
PBS General Manager Strategy Meeting – 10/21 - 10/22/19 (Arlington, VA)
Adirondack Foundation Fundraising Seminar – 11/2/19 (Plattsburgh, NY)

Director of Programming and On-Air Fundraising:

PBS Annual Meeting – 5/29 - 5/31/19 (Nashville, TN)
Local Live Streaming Project Webinar #1 – 7/19/19 (Online)
Local Live Streaming Project Webinar #2 – 8/7/19 (Online)
Local Live Streaming Project Webinar #3 – 8/22/19 (Online)
Making the Most of Quarterly Programming Initiatives (QPIs) Webinar – 10/10/19 (Online)
American Portrait Station Information Webinar – 11/19/19 (Online)

Director of Development attended the following:

Introducing Digital Services Webinar – 7/2/19 (Online)
PMDMC – 7/9/19 - 7/12/19 (Dallas, TX)

Director of Engagement and Marketing attended the following:

Molly of Denali Rural Education Initiative Working Group Meeting – 3/4/19 - 3/6/19
(Anchorage, AK)

Education and Office Coordinator attended the following:

Molly of Denali Rural Education Initiative Working Group Meeting – 3/4/19 - 3/6/19
(Anchorage, AK)
Adirondack Foundation Fundraising Seminar – 11/2/19 (Plattsburgh, NY)
NETA Conference 2020 – 01/26/20 - 01/29/20 (Arlington, VA)

Promotion Editor attended the following:

Premiere Pro CC 2019 Essential Training: The Basics – 7/15/19 - Present (Online)

Bookkeeper attended the following:

CPB, AFR & Introduction to Reports Webinar – 10/9/19 (Online)
CPB, NFFS Webinar – 10/16/19 (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.

Diversity & Inclusivity – Management and appropriate staff participate in ongoing diversity training to meet objectives in this area, including a full staff training on Diversity & Inclusion held September 3, 2019.

Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – Production, Development, and Marketing departments took advantage of this internship program during 2019-2020 school year.

NYSBA 2019 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 2019-2020 school year.

Vista Program Internship Program – The Engagement and Marketing department took advantage of this internship program during the 2019-2020 school year.

Gordon College Internship Program – The Engagement and Marketing department took advantage of this internship program during the 2019-2020 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 the area. 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.
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, high school media classes, and home-schooled students, to discuss careers in media and broadcasting.