

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, 2020 to and including January 31, 2021 (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.

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, 2020 – January 31, 2021  
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>

TOTAL						
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No.	Recruitment Source	Contact	Total Interviewed	Entitled to Notification
1				
2				
3				
4				
5				
6				

Appendix 1  
 Annual EEO Public File Report Form  
 Covering the Period from February 1, 2020 to January 31, 2021  
 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			
2			
3			
4			
5			

Total Number of Persons Interviewed During Applicable Period:

	Full-time Positions Filled by Job Title	Sources used to publicize the opening (# of interviewees)

Appendix 2  
 Annual EEO Public File Report Form  
 Covering the Period from February 1, 2020 to January 31, 2021  
 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			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
TOTAL:			

Appendix 3  
Annual EEO Public File Report Form  
Covering the Period from February 1, 2020 to January 31, 2021  
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 One Job Fair

1) Activity: North Country Chamber of Commerce Virtual Job Fair  
Date: November 18, 2020  
Participating Employees: Bill McColgan  
Host/Sponsor of Activity: North Country Chamber of Commerce

Brief Description of Activity and Station Participation: Bill McColgan had all unpaid department internship, and paid, part-time Office Assistant position job descriptions available. The station distributed volunteer opportunities and applications for employment. He collected resumes and distributed information corresponding to the open part-time position and department internships participants were interested in.

Activity # 2 – Training for Station Personnel

President & CEO attended the following:

North Country Chamber Webinar: State and Federal Leave Mandates and Employee Benefits – 3/26/20 (Online)  
Adirondack Nonprofit Network Meeting on Fundraising and Donor Outreach – 3/27/20 (Online)  
PBS Webinar on Membership Response & Resources for COVID-19 – 3/31/20 & 4/7/20 (Online)  
APTS Webinar: CARES Act Loan, Grant and Tax Provisions that Could Help Stations – 4/6/20 (Online)  
PBS Webinar on Engaging with Donors – 4/7/20 (Online)  
PBS Corporate Meeting of the Members – 5/11/20 (Online)  
National Educational Telecommunications Association Webinar: Remote Learning, NextGen TV, and CARES Act Funding – 5/12/20 (Online)  
North Country Chamber Webinar: Bringing Your Workforce Back - Employment Law and Practical Considerations – 5/27/20 (Online)  
Safety Resource Officer Compliance Training – 6/3/20 (Online)  
Small Stations Association Professional Development Webinar – 6/11/20 (Online)  
Corporation for Public Broadcasting Training: Introduction to Financial Reporting – 9/16/20 (Online)  
PBS General Manager Meeting & Training on Diversity, Equity and Inclusion – 12/16/20 (Online)  
2021 NETA Conference and CPB Public Media Thought Leaders Forum – 1/25/21-1/28/21 (Online)

Director of Programming and On-Air Fundraising:

Membership Response & Resources for COVID-19: Strategy, Tactics & Messaging – 3/24/20 (Online)  
Providing Remote Engagement during COVID-19 – 3/30/20 (Online)  
Membership Response & Resources for COVID-19: On-Air Fundraising, Giving Tuesday and FYE FR Tactics – 4/7/20 (Online)  
Membership Response & Resources for COVID-19: Programming, Sustainers, Renewals & New

Materials – 4/14/20 (Online)  
Membership Response & Resources for COVID-19: June Pledge, PBS Content & GTN Launch – 4/28/20 (Online)  
SSA Membership Call – 5/7/20 (Online)  
Membership Response & Resources for COVID-19: June Drive – 5/12/20 (Online)  
COVID-19's Impact on Media Usage – 5/13/20 (Online)  
Fall Fundraising Rally – 8/25/20 (Online)  
Broadband Only Local Nielsen Data – 9/1/20 (Online)  
Fundraising Strategy Webinar October 2020 – 10/20/20 (Online)  
2021 NETA Conference and CPB Public Media Thought Leaders Forum – 1/25/21-1/28/21 (Online)

Director of Development attended the following:

Food Bank Benchmarking Webinar – 10/7/20 (Online)  
What is AI Fundraising? Optimizing Donor Giving with AI in Today's Volatile Environment – 10/8/20 (Online)  
AFG Show and Tell – 10/15/20 (Online)  
Fundraising Strategy Webinar October 2020 – 10/20/20 (Online)  
Sustainer Upgrades: The Next Big Thing – 10/20/20 (Online)  
Passport Consumers: Making the Case for Philanthropic Support – 10/28/20 (Online)  
8 Steps to Fundraising During a Crisis – 10/29/20 (Online)  
CSPI Portfolio Building Strategy Through Diversification and Partnerships – 11/17/20 (Online)  
APGS December Meeting – 12/8/20 (Online)  
NY 2020 Census Thank You Webinar – 12/9/20 (Online)

Director of Engagement and Marketing attended the following:

Providing Remote Engagement During the COVID-19 Pandemic – 3/30/20 (Online)  
How to Partner with Local and State Education Agencies to Support Remote Learning Webinar – 4/2/20 (Online)  
Engaging Educators in Rural Communities Webinar – 7/22/20 (Online)  
2021 NETA Conference and CPB Public Media Thought Leaders Forum – 1/25/21-1/28/21 (Online)

Education and Office Coordinator attended the following:

Public Health, Safety & Awareness in the Age of COVID-19 Webinar – 3/12/20 (Online)  
PBS LearningMedia: Features and Integrations to Support Local Pandemic Response Webinar – 3/13/20 (Online)  
How to Partner with Local and State Education Agencies to Support Remote Learning Webinar – 4/2/20 (Online)  
NETA Public Media Responds to School Closures Webinar – 4/22/20 (Online)  
Connecting Our Community Webinar – 6/2/20 (Online)  
Engaging Educators in Rural Communities Webinar – 7/22/20 (Online)  
Distance Learning Resources for Special Education Webinar Series – 9/10/20 (Online)  
2021 NETA Conference and CPB Public Media Thought Leaders Forum – 1/25/21-1/28/21 (Online)

Production and Engagement Specialist attended the following:

Drone Certification Test – 10/27/20 (Burlington, VT)

Producer attended the following:

CPB National Distribution Webinar – 9/24/20 (Online)

Bookkeeper attended the following:

Safety Resource Officer Compliance Training – 6/3/20 (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.

Activity # 4 –Internship Program

SUNY Plattsburgh Internship Program – Production, Development, and Marketing departments took advantage of this internship program during 2020-2021 school year.

Colgate University Internship Program – The Development department took advantage of this internship program during 2020-2021 school year.

Boston University Internship Program – The Engagement and Marketing department took advantage of this internship program during the 2020-2021 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.
3. Mountain Lake PBS also hosted events, in-person and virtually, 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.
4. In response to the COVID-19 pandemic, Mountain Lake PBS implemented the Learning at Home (LAH) broadcast schedule. This three-hour block of educational programs supports educators, children, and families learning or teaching in school, at home, or through hybrid models. The LAH block features programs and films appropriate for school-age children and is paired with media-rich resources on PBS LearningMedia. A weekly newsletter for families and educators features these and other resources, including educational and cultural opportunities across the region.